

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

185 Madison Avenue, New York City

VOL. CXIV, No. 9

NEW YORK, MARCH 3, 1921

10c A COPY

*Means*



*Best*

A GOOD many years ago, when Manning, Bowman & Co. first considered advertising, they found themselves with a number of products branded with different names—the Meteor Coffee Percolator, the Eclipse Breadmixer, etc. The tendency was to give each new article a separate name.

To advertise these brands under their different names was obviously impractical. So one of the first things to be considered was a family name covering all of their devices. The name finally

chosen was Manning, Bowman. As time went on, this was abbreviated to "M. B." and then followed the slogan, now so well known — "M B — Means Best."

The Manning trade mark Bowman is today the assurance of quality which appears on Manning-Bowman devices—electric and range-type percolators, electric irons, toasters, chafing dishes, casseroles, etc.

Our long and happy connection with Manning, Bowman & Co. has proved a source of mutual satisfaction and pleasure.

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## N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



"Put it up to men  
who know your market"



## *The* **Federal Inter — rupting IDEA**

—a thought, word, picture, slogan or method of merchandising, so presented in Advertising, that it *interrupts* the reader, commands and focuses his attention and impels him to *Buy*.

**FEDERAL**  
Advertising  
Agency, Inc.

6 East 39th St., N. Y.

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIV

NEW YORK, MARCH 3, 1921

No. 9

## How, To-day, Should Salesmen Talk Advertising?

No Need of Being on the Defensive When Talking to Retailers—Some Successful Methods Being Employed

By S. C. Lambert

IN the United States there are some 48,000 drug stores, 236,000 grocery outlets, 50,000 hardware stores, 35,000 dry goods establishments, 45,000 garages, 26,000 jewelry stores, 47,000 haberdasheries.

The large bulk of advertised merchandise depends for its distribution on the proprietors of these retail establishments. What these merchants as a whole think of advertising can greatly accelerate or seriously hinder the facile movement of advertised merchandise across their counters.

If they think badly of advertising, if they misunderstand advertising, who is responsible? If they appreciate the power of advertising, if they understand well how to merchandise advertised goods, whose the credit?

Doesn't it lie largely within the power of the great group of salesmen selling advertised products to mould rightly or wrongly, the retail sales thought about advertising and advertised merchandise?

To whom else than the salesman does the average small retailer talk about advertising? Of course business paper advertising is to-day the best possible source of information for the retailer about the consumer advertising being done by manufacturers. But this article is not about business paper advertising, but rather about what salesmen can do to talk advertising in selling. For that reason a discussion of the subject must

necessarily be confined to that particular issue. From what other living, speaking sources does he draw his conception of *his* selling in relation to manufacturers' advertising?

Looked at in that light isn't the responsibility of the salesman of advertised merchandise to talk advertising *wisely* a tremendous one? And in turn isn't the advertising or sales manager at headquarters finally responsible for the calibre of advertising sales talk which is being spread daily over forty-eight States?

Many advertising and sales executives answer "Yes." From some of those who do, the following examples of current successful practice in talking advertising have been gathered.

The maker of a newly advertised line of hosiery engaged a young salesman who showed exceptional promise. Chock full of enthusiasm he started out from headquarters armed with high hopes and an impressive portfolio of the new national advertising campaign.

But, oddly enough, his very real personality, his very real knowledge of his line produced only the most meagre orders. A month passed. The man looked too good to drop. But he was not a paying investment. His sales manager determined to uncover the cause for this unaccountable failure. Here's how he succeeded:

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He had a friend—the purchasing agent for a chain of retail stores—who thoroughly understood national advertising, how it affects a retailer and how it should be talked to a retailer. He told the young salesman to call on this friend and solicit his business. The salesman called and, as arranged, took no order.

The sales manager phoned the purchasing agent and got this report:

"Your salesman talked his goods well. He has winning personal ways. But our interview terminated about one minute after he started to talk your advertising.

"He elaborated on the great demand which was going to be created by your advertising. I replied, 'All right, I'll order the goods as soon as I feel the demand.' He was through. Any further argument was useless. He promised demand. I promised orders when the demand materialized."

The trouble was discovered. A self-stopping sales talk about *demand*. And the remedy was discovered in the sales talk of another salesman who had made a remarkable success of selling this and other advertised lines.

#### WHAT ADVERTISING WILL DO

The new salesman was assigned to accompany the successful man for one day. This is the type of sales-talk he heard delivered about advertising:

"Now about this advertising we are doing (showing proofs while talking). Will that create a tremendous lot of *demand* on you? Well, I would hardly say that all the hat racks in your neighborhood would be emptied after the appearance of each advertisement. Of course it will bring a few people into your store to ask for our product. But not many. Anyway, that's not the point I want to make. Some advertising may work that way, but ours doesn't."

"This is the way we believe our advertising will affect your sales of our socks:

"What you are after is repeat customers—that's right, isn't it?

Also you would much rather sell a man a half dozen pair of socks than one pair—that's obvious.

"Now a man walks in here and asks for some socks. He looks at what you have to offer. If you offer an unknown brand, does he insist on the advertised brand and walk out in a huff if you do not furnish it? Of course not. No man wants to be thought a piker. He buys what you offer—probably one pair, perhaps two.

"But, on the other hand, suppose you handle the advertised brand—our brand, for example. You keep it right out where your customers can see it. You talk it to him. What happens?

"He buys, and often enough to make it worth while he buys in quantity. And he goes away with a mighty friendly feeling that is apt to bring him back again.

"That friendly feeling is important. Just as a man hates to walk into a room full of strangers, so he feels chilled by a store full of strange merchandise. But when he sees his friends and acquaintances of the advertising pages in your stock he naturally warms up to your store.

"But remember this—he must see them. Friendly goods out of sight don't help to make friends of your customers.

"Don't you agree with me that when you look at advertised socks in the light of friend-makers for your store this demand talk seems rather beside the point? No, our advertising will not create an immediate rush on your stocks. But with the right co-operation from you it will help mightily to make your hosiery stock a friendly, familiar stock which will make your customers feel at home."

Listening, the younger salesman found that his presentation of demand had had the effect of putting a period after everything he had talked before. The remedy was obvious. Stop talking demand—stop promising demand. When he stopped promising demand dealers stopped promising orders when the demand came. Instead, they gave him orders at once.

One salesman for a line of ad-

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## Passing It On

The letter we print below belongs to a large class of correspondence which is very gratifying to the editors of the Christian Herald.

"The Christian Herald comes to our home; we read it through and pass it on. Its words of comfort to our souls bring weekly feasts worth more than gold. Happy thoughts to us, which others have a chance to read. We have a daughter teaching school in ——— County. On the day we receive our copy, we mail the previous copy to daughter. We have kept this plan going over a year. She writes us that the Christian Herald, which she has been able to read in her parental home from the time she first learned her letters, goes a-touring among many of her school patrons, and then returns for her to read many of its gems aloud to the Young People's Class."

These good people, and thousands of other subscribers, believe in "passing on" their Herald after it has done service in their own family circle.

A definite investigation has disclosed the fact that the Christian Herald undoubtedly reaches over 500,000 families.



## THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher  
New York

300,000 copies—500,000 homes



Here's  
the .22 Repeater  
You've Wanted

On the list of Christmas gifts, if you had your parents, family and friends, the .22 Repeater is the one you should buy.

And when you get your .22 Repeater, you'll have something you can show your friends when you go hunting, for economy is only in name, up to you what a real rifle should be.

**WINCHESTER 1910**

**HOW TO KEEP ON SHOOTING AFTER CAMP**

**SAVAGE**

**Stevens**

**LYMAN SIGHTS**

## The greatest gun club

The back lot shooting range with its tin can "pigeons" maintains our supremacy as a nation of sharp-shooters.

Where else than to the American boy do we look for the first line of defence? And how better and more economically than by advertising in his own chosen magazine would you keep warm his interest in this most manly of traditionally American sports?

Many of our oldest, most prominent manufacturers of guns, ammunition and sights consistently advertise to the American boy through **THE AMERICAN BOY**. These advertisers, as do advertisers in many other lines, realize that its dominance in its great field offers a market rich in immediate sales, plus future sales when present readers shall have reached manhood.

**THE AMERICAN BOY**  
"The Biggest, Brightest, Best Magazine for Boys in All the World"

More than 500,000 boy readers monthly, averaging 15½ to 16 years old.

**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

# Line reduced from 73 products to 7 —volume trebled

*How can manufacturers maintain standardization adopted during the war in the face of growing competition?*

“OUT of 303 types of plows only 65 will be manufactured after December 31.” “75% of the sizes and types of stoves and furnaces have been eliminated.”

Announcements like these were common during the war. They are representative of a movement that affected almost every branch of American industry.

For some manufacturers this standardization was merely temporary and has already disappeared. Some few have made it a permanent policy in production.

Many others find themselves today at the turning-point. While factories were oversold, while demand was still out-running supply, these firms found it easy to take advantage of the many economies of standardization.

But what will happen now as the market returns to normal—as competition grows keener?

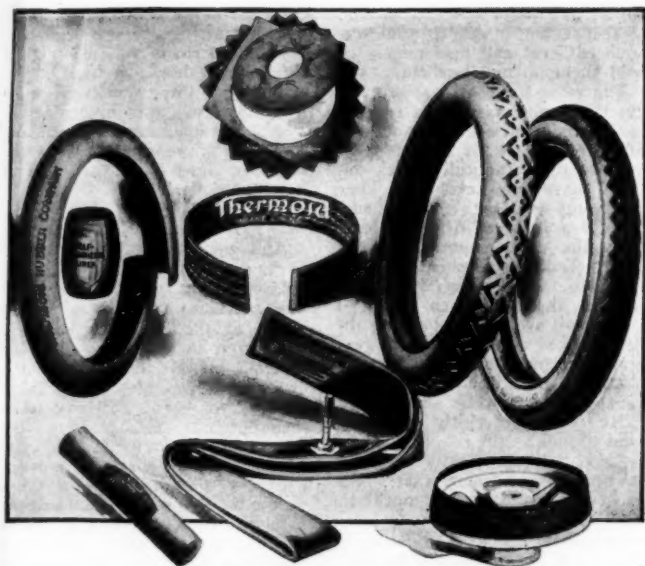
Already manufacturers are under pressure to add variations in size, style and color.

Suggestions from salesmen, demands from jobbers, requests from consumers are being constantly brought to their attention.

Will it be possible to maintain volume on a reduced line as this pressure increases? Clearly the manufacturer who merely took advantage of abnormal demand will be forced to add to his line.

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NEW



Three years ago the output of the Thermoid Rubber Company was split up between 73 separate products. Today, with greatly increased volume, production is concentrated on 7 articles: Thermoid-Hardy Universal Joint Couplings; Thermoid Brake Lining; Thermoid Tires—fabric and cord; tubes and reliners; clutch facings; radiator hose.

Is this necessary?

Other companies are building *permanent* volume on standardized products.

In the last three years the Thermoid Rubber Company has reduced its line from 73 products to 7 and has trebled its total business.

And this increasing volume on a few products is not based on temporary conditions. It rests on a firm foundation—on an enlightened consumer demand, created and kept alive by sound advertising.

The J. Walter Thompson Company has had the privilege of co-operating with this manufacturer and with many others in making possible the economies of standardized production.

**J. WALTER THOMPSON COMPANY**

NEW YORK . CHICAGO . BOSTON . CINCINNATI LONDON



on hand. We are either forced to reduce our prices to your announced level and lose money or hold them up and lose trade.

The sales force of a shoe manufacturer who has begun to publish retail prices encountered these two objections in such large number that practically stock answers have been evolved. They are being used with marked success by a force of fifty men covering the entire country.

Mr. S., the local shoe dealer in Des Moines, Ia., says to James Brown, shoe salesman, "Yes, I notice you are now publishing the retail prices of your shoes in general advertising. In the face of that, how am I going to make my usual profits on your shoes?"

He is met instantly with this kind of talk:

"Mr. S., I am really surprised to hear you advance that argument against the one move we have taken which was designed primarily to benefit your business. Now, I know that you have been in business a good many years and that from those years you have taken varied experience. I know that you realize full well that the last five years have been thoroughly supernormal. In your own heart you do not really believe nor do you really expect me to believe that you believe that conditions have not changed.

"You know as well as I do that before the shoe business or any other business can forward march on a normal basis that shoe prices low enough to establish public confidence must be re-established.

"It is still your right to establish any retail price you choose. But, unfortunately, it is still the right of your customers to refuse to buy unless they feel that your prices are fair.

"When they see public announcements that our shoes should be priced at certain levels and then see that you have met those levels, don't you agree that they are going to say, 'Mr. S. is a fair merchant with fair prices?'

"And don't forget that our new prices allow you, on new stock, a margin of profit which, five years

ago, you would have called more than liberal."

"Well, perhaps you are right," admits the shoe merchant. "But what about these stocks of mine bought to sell at a higher level? Your announcements practically force me to reprice these at the new low level—and lose several hundred dollars."

#### EASY STAGES TO FORMER PRICES

And the shoe salesman comes back:

"Everything you say is right. You are in to lose a bit of money—but in the long run you will find profit in that very loss.

"You, Mr. S., have flatly put a question to me. May I as frankly put one to you? Tell me, when the shoe was on the other foot and prices took wings, did you satisfy yourself with a normal profit or did you price at retail on the basis of replacement values? You did, didn't you? And made in the process much more money than you are now scheduled to lose?

"As I said before, you are no novice in business. You know that business is not one long joy-ride. You know that when you go up one side of the hill you have got to come down the other.

"What we are trying sincerely and honestly to do in our advertising is to help you down by easy stages. Our present campaign with published prices was distinctly arranged to help you put the brakes on during your descent to a normal price level, to prevent it from being a toboggan ride.

"Now that I have put it to you in its true light, Mr. S., don't you agree with me that our policy of publishing prices, instead of being as you first thought, unfair to you, is in reality of real benefit to you?"

The shoe sales manager says that the shoe merchant does agree more often than not when the price advertising of the house is presented in this light.

A salesman for a New York dress house has worked out two radically different presentations of



# S-I-Z-E

—200 square feet of colorful lithography—*compels attention*



*It is not "SIZE"—but  
the way it is used that  
makes Posters Pay.*

## NORDHEM SERVICE

*makes the most of SIZE  
by skilful use.*

NORDHEM COM-  
PANY'S Staff is com-  
posed of successful  
merchandising men who  
can handle big advertis-  
ing ideas.

Creative Sales Plans,  
Poster Designs and In-  
telligent Counsel are  
yours for the asking.

## IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

*8 West 40th Street*

*Bessemer Building*

*New York City*

*Pittsburgh, Pa.*

the national advertising done by his house. Each is novel and each seems peculiarly well adapted to the class of trade for whom it is designed.

This salesman goes into a town, sizes up the retail dress situation, and picks out the retail outlet which it seems will best serve his sales interests in the most permanent way. Sometimes his best prospect is a department store. Again it is a specialty shop.

In talking to a department store buyer, advertising is the last thing he mentions. For experience has opened his eyes to the paradox of American advertising: Department stores, *themselves* the heaviest users of advertising space, are the greatest opponents of nationally advertised goods.

So to the department store buyer he presents first of all his dresses as dresses. He invites comparison on style, on value, on workmanship, and on fabrics. Only when he has made what would be a thoroughgoing sale of an unadvertised line of dresses does he begin to stress the house advertising.

Then, with a buyer convinced of the value of his merchandise as merchandise alone does he bear down hard on the extra value put into the dresses by the national advertising.

This, so to speak, backhanded approach to the advertising question has been successful in surmounting the highest hurdle in the advertised dress business, to get the dresses featured under the maker's rather than the buyer's label.

But suppose our dress salesman is going after a specialty shop. In this case his avenue of approach to the sales is totally different from the case of the department store. Now advertising is the very key which opens the door of the buyers' mind. The method followed is ingenious:

The salesman clips from the local morning newspapers all the department store advertising and mounts it on sheets. If the specialty shop advertises at all he also clips its advertisement—which

makes as a rule, a pitifully meagre showing against the large volume of department store publicity.

The opening to the specialty shop buyer is a presentation to him or to her of the day's local advertising with the question: "It must be hard for your specialty shop to compete, advertisingly, with the great department stores." The buyer looks at the small specialty shop advertisement as it stands overwhelmed by the full pages of the department stores. Well, it is enough to discourage any buyer to look at the exhibits prepared by this salesman.

But fortunately he is ready with the cheerful word of encouragement.

Skilfully he proceeds to present the national advertising of his line and to show convincingly how this advertising can be made to help the specialty shop overcome the advertising lead of the department store—provided the specialty shop handles his dresses under maker's label.

Then only does he begin to sell his dresses as dresses.

These two approaches, diametrically opposed, but each successful, seem to present a strong argument against stereotyped, inelastic sales arguments. By devising special talks to meet special conditions, sales were made to two classes of customers, neither of whom could have been strongly influenced by a talk not peculiarly fitted to his peculiar prejudices or difficulties.

#### LINE SALES TALK HAND IN HAND WITH LINE ADVERTISING

One source of sales waste often encountered is this: Advertising is out pointing and working toward one goal. The sales force is pointing in an entirely different direction. True, it is difficult, extremely difficult, to put advertising talk and sales talk in double harness to pull a common load along the same road, to the same destination. But admittedly, it is as worth while as it is difficult.

Not by any means is this lack of team work always the fault of

(Continued on page 154)

In 1920

# *The Providence Journal*

AND

# *The Evening Bulletin*

PRINTED

**OVER NINETEEN MILLION LINES**

(19,018,145)

OF ADVERTISING

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*More Than Six Million Lines Ahead Of  
Any Other Newspaper in New England*

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THE REASON FOR THIS SPLENDID  
SHOWING IS TO BE FOUND IN THE  
ONE WORD

 **RESULTS** 

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These Papers are Printed and Circulated in  
the Most Densely Populated and Most Pros-  
perous Territory in the United States

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Represented by

**Charles H. Eddy Co.**

BOSTON

— NEW YORK

— CHICAGO



# GLIDDEN

## and Collier's

The Glidden Company is using Collier's as the backbone of the 1921 national advertising campaign for Glidden Paints.

**Collier's**  
THE NATIONAL WEEKLY



## CABBAGES AND KINGS. CHEWING GUM AND ELECTRICAL APPLIANCES!

But wait—we'll give you the context!

Electrical appliance manufacturers have a tendency to blame the electrical contractor and his failure to become a great creative advertiser of the manufacturers' products with the fact that the electrical appliance, particularly for the home, is not further along today. But does this blame belong with the local dealer or with the manufacturer himself? It is estimated that the total sales on the eight most important electrical machines for home use, including Vacuum Sweepers, Washing Machines, Fans, etc., are less than a million a year in Baltimore, and this figure is considerably below the average national absorption of such appliances in spite of the fact that Baltimore has a greater proportion of wired homes than any large city on the Eastern Seaboard.

By way of a violent contrast, best informed men in their line estimate that the volume of chewing gum, a 5c item, sold to and through Baltimore annually amounts to nearly one million dollars, in which line William Wrigley, for example, has not felt that it was up to the local dealer to create the market for his product. There are numerous signs pointing to the fact that the electrical manufacturer, beginning to visualize his enormous possibilities, is about ready to take on his share of the creative, educational, advertising load. No line should leave it to the dealer! Who's going to be the William Wrigley among the manufacturers of electrical appliances and pave the way for the dealer to build up a far greater volume of electrical appliance sales by creating a huge consumer demand for them?

Send your messages direct to the people through Baltimore's great Associated Press papers, *The News* and *The American*, with more than 185,000 circulation, daily and Sunday, reaching almost every home in and near Baltimore and ramifying thoroughly into every nook and corner of Maryland and the nearby portions of adjoining states as well.

*Write us on your business stationery for a copy of our electrical survey containing valuable information regarding the Baltimore market and the status of electrical appliances here.*

# The Baltimore News

EVENING, DAILY AND SUNDAY

# The Baltimore American

MORNING, DAILY AND SUNDAY

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Have a week*

Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# Revolution in Advertising Comes as Its Power Is Seen

Big Things Now in the Making as Business Gradually Recognizes Trade Uplift Coming from Persistent Retail Publicity Since January

By G. A. Nichols

LAST week the head of a widely known manufacturing-jobbing establishment whose policy for years has been to pare down advertising appropriations rigidly—whose publicity department was never known to get all it asked for—called his advertising agent into conference and authorized him to go ahead with a certain part of the year's advertising that had been under discussion.

It involved the immediate expenditure of \$300,000 with considerably more to come.

"He gave me that three hundred thousand," the agency man said, "with no more concern than he would show in handing me a cigar. The amount is not large for a firm of that size. There is no particular interest in the figure. But the way he gave it to me is the thing that makes me decidedly optimistic as to the immediate future of advertising."

I wish I could give the advertiser's name. But to do so would be to violate a confidence. The advertising plans are not yet ready to announce.

The name isn't the point of this story, anyway.

The big thing is the executive's new and intimate view of advertising. Once he saw it as through a glass, darkly. But now he sees it face to face.

The force that brought about this changed view is the same thing that is working out a country-wide revolution in advertising to-day—a revolution that will change the whole course of business now and for years hence, but that is coming on so gradually and naturally that we hardly notice it.

The man spending the \$300,000 has discovered that advertising can do a certain thing for him.

He seeks a definite clean-cut conclusion that he knows advertising can bring about. Hence he pays without any argument or quibble.

We all know what has been the matter with advertising for the last three or four years. It had a boom. It came easily. Much money was spent. But in all this growth there was much of the undesirable because many expenditures were made from the wrong viewpoint. Advertising was likely to be either overestimated or underestimated. It was expected to perform magical feats. Or it was administered in the grudging spirit that would seem to show that business people actually did regard it as a tax.

It was so easy to make sales that many concerns preferred to keep money that should have been spent for publicity. Such expenditure was regarded as useless under the circumstances. Every advertising man knows of any number of instances in which this was the case.

But now there is working in upon the consciousness of business men in general a recognition of advertising for what it really is.

And this is the revolution—the dawn of a new period of development the like of which we never saw before.

## CHANGES ARE NOT YET REALIZED

"The most intensely interesting and even romantic things are going on in business to-day," said a widely-known advertising expert with whom I discussed this topic. "History is being made. We are right in the midst of it. But most of us are so busy in speculating about what the immediate future may have in store for us that we lose sight of the really great transformations that are being wrought. There is a

little lull period on at present. Things are slowing up a bit. Engravers, artists, printers and paper dealers are finding it not so easy to sell as was the case a few months ago. The effects of retrenchment are being felt here and there. This is because the newly aroused recognition of the real powers of advertising has as yet affected the business community only in spots.

"The new influence is hard at work, however. In a little while the lull will be over and then we are going to enter upon the biggest era in all the history of advertising.

"To give credit where credit is due, I must say I believe the department stores and the newspapers really started the new influence through the big fight for business that was made immediately after the holidays.

"Last week, when in Cleveland, I visited several large stores. Every one was packed with customers. Every department was more than busy. This was in the month of February, mind you—with no clearance sale or any other spasm going on.

"Those people had been brought into the stores through the force of earnest, persistent, do-or-die advertising.

"The January business in Marshall Field & Company's retail store in Chicago was the biggest in all its history. It was the biggest in the amount of money received for goods. And most important of all, it passed all records in number of individual sales.

"The same thing was true in the retail music store of Lyon & Healy. This store, as did many of the others, reduced its prices in some particulars. A greatly increased volume therefore means a greater number of sales.

"You know what Field, Carson Pirie Scott & Company, Mandel Brothers, and the other Chicago department stores have been doing in the way of advertising since the first of the year. They kept at it day in and day out. As a result State Street nearly always is jammed and not with bargain-hunters either."

The big, significant thing in this showing forth of the power of well-directed persistent publicity that should not escape the attention of any advertiser is that it is not based primarily upon reductions in price. It is true that there has been a lot of price-cutting going on. Things have been coming down and advertising has informed the people of that fact. But it is also true that on standard goods sold at standard prices few changes are being made.

Just analyze the situation and you will see that it is only on the arbitrarily advanced lines that prices are coming down now—on such items as clothing, textile products in general and shoes.

One of the reasons why advertising is coming into its own right now is in its demonstration to business men of the futility and uselessness of slashing prices so as to reduce profits to the vanishing point for the mere purpose of making sales.

#### FUTILITY OF PRICE SLASHING

"When the business slump hit us," said the sales manager of a house making a generally advertised specialty, "we considered carefully and almost prayerfully the advisability of cutting the price. Our selling price had gone up about 20 per cent during the war—a most modest increase that was more than justified by the additional cost of labor and material. But when people quit buying we had to do something. Price reductions came up as a possibility. The situation was so critical and the outcome so problematical that the heads of the firm themselves went out on the road and scratched for dear life in making the most searching investigation.

"After nearly four weeks of this it was decided that to reduce the price on our goods would be almost equivalent to going bankrupt. That word 'bankrupt' has a harsh sound, hasn't it? It would not do for us to discuss our affairs so intimately in any other than an anonymous manner. But the thing is so hugely impor-



tant that I am willing to have you pass along our experiences for the guidance of others who may possibly become similarly situated.

"We are not going to reduce our price—not now, anyway. But what we are going to do is increase our advertising appropriation and give advertising a real chance to solve this thing for us. We think advertising can do it.

"It is the most abject folly, according to our viewpoint, for a manufacturer to cut his prices regardless of profit just to move his goods. The proposition is different with a retailer or even with a jobber who is overstocked. He has to move his goods, come what will. But when a manufacturer with a well-known item reduces the price he is not clearing out his stock floors. He is not reducing an overstock. He is taking a step that he has to make good upon in the future. He has committed himself to a certain price. And this he is bound to live up to.

"Price cutting done in near panic and not from considerations of overstock or unwise buying has brought a considerable part of the country's present difficulties. Obviously the thing to do is not to cut prices. It is to advertise and fight for business."

It is unpopular these days to talk about maintaining prices, as has the sales manager just quoted. The fashionable thing is to reduce, reduce. Something dangerously near hysteria in this respect has swept over things in general. Advertisers need to think clearly right now. They should analyze the price reduction proposition before being caught in the stream. If they do this they will find the cause of the average advertised reduction, as already has been stated, is either a case of moving out the stickers in an overstock or getting the price down from an arbitrary height. Every advertiser knows whether his present prices are arbitrary or natural. If they are natural, he should not make the costly mistake of cutting them to move his goods.

What is behind this much talked of "buyer's strike," anyway? Did the people of the country spring up overnight as Mr. Bryan said they would spring in case of war? Did they band together between suns in a way that in one move they changed the country's condition from prosperity to one of stringency?

#### WHO DID THE STRIKING?

"Let me tell you about this buyer's strike," said the merchandise manager of a big department store. "Do you think factories closed all over this country and business went to pot generally because the people of one accord decided that prices were too high and that they would stop buying then and there? Well, then, you are wrong. It wasn't the people that quit buying. They didn't go on strike.

"The stores—stores like ours—did most of the quitting. They were the real strikers.

"For more than two years up to comparatively a short time ago there was a never-ending, day-and-night scramble to get merchandise. The usual rules guiding quantity buying were cast aside. Whenever a store could get merchandise it would buy to the utmost limit of its money and credit as long as the supply held out.

"It was inevitable under these circumstances that stores should get overstocked. Our store was just as bad as any in this respect. Early last fall we had more goods than we could dispose of in two ordinary seasons.

"This naturally caused us to pull in a little. Getting overstocked to the danger point is decidedly bad merchandising in any kind of times. And then do you know what caused us—and by us I mean here stores generally—to cut down our purchases all at once to the barest fill-in necessities? We did this because the bankers restricted credit. In other words, we did it because the bankers told us we had to.

"This, as I see it, is the real inside of the much-talked-about buyers' strike. The banks and

the stores did it and the people get the blame—or the credit, if you want to put it that way."

The significance of the condition just outlined by this merchant is easy to see. It shows why a great many price reductions have misfired. It is, of course, impossible to apply any general ironclad rule to a situation which has so many aspects as the present. It is hitting quite a distance away from the bull's-eye to say that individual buyers did not go on strike. There are plenty of instances where people have made their old clothes do for remarkably long periods. The same thing applies to their household and other goods. Hotels allowed their equipment to run down partly because of high replacement costs, the other part being that they knew they could get business anyway, regardless of the state of their equipment.

This is the very thing that now is in process of being corrected through live-wire advertising. Moreover, it is rapidly yielding. But at no time was it altogether responsible for the stores quitting buying and thus laying industry on its back.

If, then, advertising has done this big thing, is it not obvious that more advertising with plenty of zip is the force that is going to get business back where it belongs?

When things began to tighten up a few months ago advertising was soft and flabby. Through a period of easy-going salesmanship it was made up largely of indefinite generalities. Business, generally speaking, had its old view of advertising—the view it is now recovering from.

If the present steadily unfolding realization of advertising's power had come six months ago, it is safe to say that things now would be in a vastly better condition.

Anybody can prophesy. But it is only stating the composite viewpoint of leading business authorities to say that, sooner than we think, advertising appropriations will be measured not by "How little can it be done for?" but by

"How much will it take to put the thing over?"

The banker should be given his due. He has been strongly criticised for tightening up on credits. Many say the banker saved the country's business from panic.

The last year has been a highly profitable one for the banks. Some have earned up to 50 per cent on the aggregate capital employed, but it can be truly said that the bankers, instead of making so much money, would much prefer to be safer and to have the country safer.

### Remington Arms Co. Has Export Advertising Manager

Bayard Jones has been made export advertising manager of Remington Arms Company, Inc. Mr. Jones has been with Remington for about six years and recently returned from a trip around the world in the company's interests.

### Henry Nathan with Benson, Gamble & Slaten

Henry Nathan, for the last four years with Poole Bros., printers, Chicago, as manager of the advertising and sales service department, has joined Benson, Gamble & Slaten, Chicago advertising agency.

### "House & Garden" Staff Changes

Don D. Miller has been transferred from the New York State territory to New England by *House & Garden*, New York. W. A. Davenport enters New York State territory.

### Endicott Johnson Account with Doremus

The Endicott Johnson Corporation, shoe manufacturer, Endicott, N. Y., has placed its advertising account with Doremus & Co., New York.

### Corbin Account with F. J. Ross Company

The P. & F. Corbin Company, builders' hardware, New Britain, has placed its account with The F. J. Ross Company, New York.

### Lord & Thomas Get Miller Rubber

The advertising account of the Miller Rubber Company, of Akron, O., will be handled by Lord & Thomas, Chicago advertising agency.



## Tell it to Philadelphia!

Philadelphia, "the city of homes," has a population of nearly 2,000,000, housed in 390,000 separate dwellings.

It's a wonderfully concentrated market for advertised articles for home consumption.

The most successful types of "national" advertisements are those which tell Bulletin readers where they can buy the goods advertised.

Just to say "At all druggists," or "Ask your grocer" is not nearly so effective as telling the reader the name of the dealer who carries the goods in stock.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody reads"—

# The Bulletin

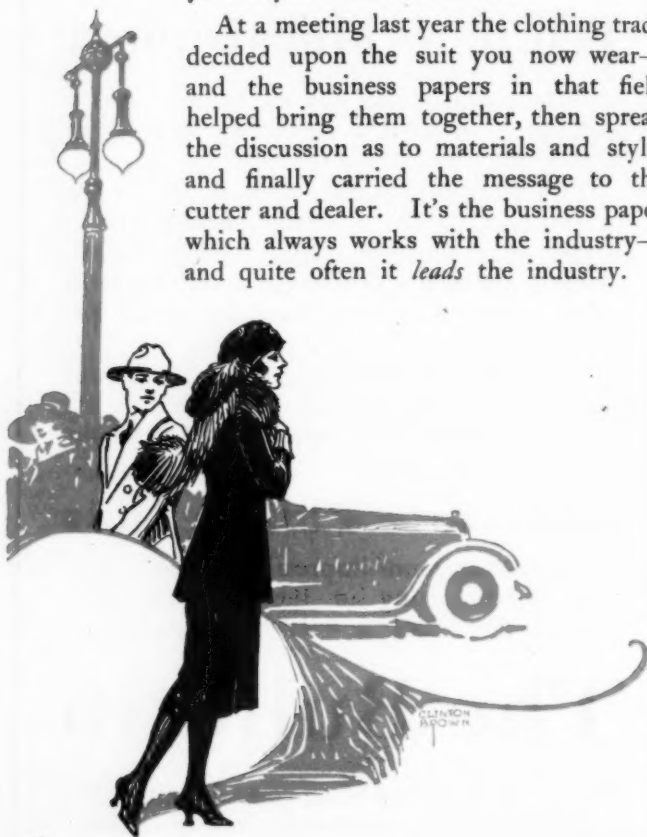
The net paid daily average circulation of The Bulletin for January was 497,102 copies

*No prize, premium, voting, coupon, or other artificial methods of stimulating circulation are used by The Bulletin.*

# Your style of today is a year late

**W**ALK down the avenue with your head held high if you choose—but new suit or not, your style is not the latest.

At a meeting last year the clothing trade decided upon the suit you now wear—and the business papers in that field helped bring them together, then spread the discussion as to materials and style, and finally carried the message to the cutter and dealer. It's the business paper which always works with the industry—and quite often it *leads* the industry.



THE ASSOCIATED BUSINESS PAPERS, INC.

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Ask the up-to-date man in almost any business where he gets his advance facts on conditions and activities in the field, invariably his answer will be through the business papers or by personal contact—and usually it's the business papers' "lead" which influences his personal study of the field.



### Weather Vanes of Progress

Always is public opinion moulded by the business papers' knowledge and foresight into conditions. "Views of the trade journals with respect to general business conditions being better, harmonize with the utterances of leading bankers and men of affairs" is a typical example from the N. Y. Sun financial page.

To tell "which way the wind blows", is the real object of the business paper's message. To get your message to the men studying the business papers' columns means that you become a part of the party.

With 122 member papers reaching 53 different industries, this Association stands ready to furnish real service based on facts.

*"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.*

**A. B. P.**

Headquarters 220 West 42d Street - NEW YORK

# Making the Most of the Chicago Market

Chicago, like every vast market, presents certain sales problems varying in each case with the individual advertiser. Demand, distribution, competition, dealer cooperation are vital points which must be determined before breaking into the Chicago field.

To accomplish this work for the advertiser in the quickest, simplest way is the function of the Merchandise Bureau of The Chicago Daily News. This Bureau will give:

- (1) An accurate and truthful analysis of market conditions with reference to any particular product.
- (2) Information as to brokerage or jobber connections.
- (3) Up-to-date routing systems for salesmen, and full cooperation with sales and advertising force.
- (4) Names and addresses of dealers, maps and route lists which eliminate waste of time in covering the market by sales force.
- (5) Any other specific information concerning market conditions and sales possibilities.

Through the highly concentrated, all-productive circulation of The Daily News of over 400,000 and the cooperation of its Merchandising Bureau, scores of advertisers have successfully made their drive upon the great Chicago market.

Whatever *your* Chicago problem may be, put it up to the Merchandising Bureau of—

**The Daily News**  
*First in Chicago*

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# Beating the Buying Slump by Bold Merchandising

Sircom Petticoat Co. Reaps Advantage by Putting Factory on Double Time When Others Slowed Down

**I**T nearly always requires courage to make money. Trade rarely comes like water from a hydrant. But foresight and grit will usually make things move. Here is a pretty good instance.

When business began to limp last summer, the Sircom Petticoat Co., of Melrose, Mass., found itself much in the same situation as most other concerns in the ready-to-wear garment trade. It was anything but a pleasant situation.

The house was stocked to the ceiling with piece silk goods, most of which had been bought at prices far above the current market. Orders had practically stopped coming in. Only depressing talk was heard as to the future.

How the situation was going to develop was fairly obvious. Watching it develop would not help. Plants were slowing down. Prices were going down.

Then the Sircom company took a decision that called for considerable pluck. Instead of slowing down, as its neighbors were mostly doing, this concern put its factory on double time.

One of the reasons that led to the forming of this decision grew out of advertising. Eighteen months earlier, the company, which had been in business nearly twenty years without advertising except to the trade, had begun advertising to the consumer. It wanted to conserve at least some of the effects of this advertising which were just beginning to be realized when the slump came.

The Sircom company turns out an extensive line of high-grade silk petticoats. It had found that its consumer advertising had considerably broadened its market. It believed that by a bold stroke of merchandising the slump might be so utilized that it would even widen the influence of the ad-

vertising by taking advantage of it.

Analyzing the outlook as far as possible, the company saw that two things were more or less certain. There was going to be some buying all the while, and there would come a time when buying would start again—perhaps suddenly and with a big call. The house that would do the selling all the while, and a big share of it when the rush came, was the house that kept itself in a position to sell.

The factory was put to work day and night. Despite, or rather because of, the large stock of silks the house possessed, the three brothers forming the Sircom firm went out and bought much more silk, buying wherever they found it going below the market.

But all the petticoats made were made to carry the company's trade-mark label. Quality was strictly preserved. The wholesale price was to be cut, if necessary to any extent, but nothing else. No goods were made for the job lot trade.

## WORKING ALL AVENUES

The salesmen were called together. The position was explained to them. And this was the effect of the message given them:

"Go out and make sales, no matter how small the individual order. Go, not only to your big cities but to the small towns you've never been to. Show that we can ship, the day the order is given, any quantity down to the smallest, any quality up to the highest. But don't sell unless you get a definite promise that our goods will at once be shown and pushed."

Through the business papers the dealers were reached with a message of the advantages of Quick Service and Quick Turnover.

"I'll admit it took some courage to do it," said A. B. Sircom, "but we said to ourselves that that was the thing to do. The results have been remarkable.

"Our sales force at once got a new spirit. So did our work people. When our employees saw that we meant business at any cost to ourselves, they reacted with the utmost enthusiasm. We have not only kept our organization together, we have very largely improved its attitude toward us.

"As to cost, the astonishing thing is that we did not have to lower our prices so very much. Prices varied from day to day; we kept behind the market all the time, and were able to offer the dealer a good profit all the time.

"But what did it, was being always in a position to do business—to show a complete line, and be able to ship at any moment. In a hand-to-mouth market that is really what counts. A dealer does not buy until he has to, or even a little later. He rushes to New York. But he can't wait for his goods to be made after he has ordered them—at least he won't if there is anywhere he can get them on the spot.

"Another thing that assisted us in the big cities was that our men were always ready to help the store to carry out an unusual sale. Our men were 'selling profits.'

"If a dealer said he absolutely could not buy at the moment, our man would suggest an attractive sum, and ask the buyer how he would like to make that in his department in a week. Every buyer would listen to a proposition of that sort, even though he couldn't buy.

"Our salesman would promptly figure out for him the arrangement under which we would send him a certain number of Sircom petticoats. Most buyers saw immediately that our terms enabled them to price the petticoats at figures at which they knew they could quickly sell them.

"In that way we have greatly strengthened ourselves with the big stores throughout the country. With the small-town dealer our

success was immense. We started the new year with a raft of new accounts—some with dealers who never sold silk petticoats before last fall.

"Don't get the idea that women are not buying petticoats any more. A woman may wear only one at a time nowadays, but every woman possesses several and is always ready to buy another or two. And all women are always on the lookout for bargains.

"We were rather afraid of the bull when we determined to take him by the horns. It has worked out even better than we anticipated it might. Had we closed down, we should have lost a lot of money and a lot of our business as well. By doing as we did, we have made a big business very much bigger and have not lost money.

"The major point for us is that we have scattered our trade-mark literally broadcast, we have made our name known even in the villages—and we are ready, with our organization in full swing and the best of humor, to take care of the big new call for goods which is now showing signs of beginning."

This is an excellent illustration of what can be done by bold merchandising in the times when the majority are talking bad times and saying nothing can be done but wait. The Micawbers of merchandising do not as a rule get very far, but the skipper who is both daring and skilful will usually find a safe port in any kind of weather.

### Pompeian Sales Manager to Leave

Jess. H. Wilson, sales manager of The Pompeian Co., Cleveland, will become general sales manager of The King Coffee Products Corporation, Detroit, on April 1. James King, assistant sales manager of The Pompeian Co., will succeed to his position.

### K. S. Fenwick with Collin Armstrong

Kenneth S. Fenwick, recently with Murray Howe & Co., Inc., New York, as an account executive, has joined Collin Armstrong, Inc., advertising agency, also of that city.

The firm formed sales promotion manager, J. Rolan director of Chicago. He has been in the number of years.

E. L. of public Thomas for a new food company created by Inc., Chicago.

R. E. the advertising J. B. Southwest Oklahoma copy staff.



### New Advertising Firm in Chicago

The firm of Marsh & Marsh has been formed to engage in advertising and sales promotion work in Chicago. H. V. Marsh, the senior member, was formerly production manager of the J. Roland Kay Company, and later director of the Crafton Studios of Chicago. H. T. Marsh, his associate, has been in the printing industry for a number of years.

### E. L. McAllister with Wells-Ollendorf

E. L. McAllister, formerly manager of publicity and promotion for the Thomas Cusack Company, Chicago, and for a number of years in charge of the food products publicity for Montgomery Ward & Co., has become associated with the Wells-Ollendorf Co., Inc., Chicago, as merchandising manager.

### Staff Changes in Youngstown Agency

R. E. McClure is now in charge of the art department of The Frailey Advertising Company of Youngstown, O. J. B. Dickinson, formerly with the Southwestern Advertising Agency of Oklahoma City, Okla., has joined the copy staff of this agency.

### With Atlanta Sales Agent

Allan C. Gottschaldt has joined The Selig Co., Atlanta, Ga., manufacturers' sales agent, as advertising manager. He was formerly advertising manager for the Securities Sales Company and the Federal System of Bakeries of the South, Inc.

### Charleston, W. Va., Agency Incorporates

The Allied Crafts Service, of Charleston, W. Va., established a short time ago, has been incorporated. The officers are Jesse H. Whiteley, president, and Robert L. Hance, treasurer.

### L. H. Brownholtz with O'Mara & Ormsbee

Leslie H. Brownholtz, formerly of the Thomas M. Bowers advertising agency of Chicago, has become associated with the Chicago office of O'Mara & Ormsbee, publishers' representatives.

### Penney January Sales Increased Over \$1,000,000

Sales of the J. C. Penney Co. in January, 1921, were \$1,116,982 greater than in January, 1920. Sales in January, 1920, were \$1,641,579; in January, 1921, \$2,758,561.

## The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

## Nobody Knows

ADAM R. DAMM  
SACRAMENTO, CAL.

Editor of PRINTERS' INK:

As a subscriber of PRINTERS' INK I am taking the liberty of asking you for your opinion on the following matter: The Sacramento *Bee* has a circulation of 40,000 in Sacramento and northern California. If an optician ran a full-page advertisement in the *Bee*, what proportion of the 40,000 could he reasonably expect to read his advertisement?

ADAM R. DAMM.

THIS question is typical of the many curious ones that constantly come to PRINTERS' INK. With all due respect to Mr. Damm, his query is about as easy to answer as if he had asked how many of New York's five million inhabitants will see an airplane that flies across the city, or, of all the grains of sand on a sea beach, how many of them are pink?

Advertising is becoming more scientific each year, but that does not mean that its processes and effects can be measured or weighed with exactitude. It is a very young profession as yet!

Advertising has to do with human nature, which is a variable quantity. Advertising men can to a considerable degree determine what will or what will not influence it, but to forecast the effect on 40,000 human beings of any given influence on a certain day is a rather large order.

To give even a guess as to how many of the Sacramento *Bee*'s 40,000 readers would read an optician's full-page advertisement would require a knowledge of numerous factors, among which are the appearance, makeup, composition, style and contents of the advertisement; its position in the paper, the reputation of the optician; the standing of the *Bee* among its various classes of readers, and their state of mind on the day that the advertisement appears. A certain number of people would undoubtedly "see" the advertisement, but how many would "read" it, nobody knows.

It is a mistake to try to "figure out" advertising, or to attempt to

give estimates or guarantees as to what it will do. For advertising requires an investment in one of the most illimitable things in the world—faith.—[Ed. PRINTERS' INK.

## "Sunmaid" Raisins in Large Newspaper Campaign

The California Associated Raisin Company, Fresno, Cal., in announcing a newspaper campaign for "Sunmaid" raisins, says it has launched "the largest newspaper campaign ever attempted on any food product."

"During the next eleven weeks," this company said last month, "about \$500,000 will be spent on 'Sunmaid' raisins in intensive newspaper publicity that will be national in scope yet local in force. This campaign is in addition to the million-dollar national magazine campaign and poster showings in every town where newspapers carry our copy."

"Our prime object is to help remove the element of speculation from the dried-fruit industry as far as raisins are concerned. We want 'Sunmaid' raisins to move more than ever before as a staple specialty through wholesale and retail channels to the consumer."

"Furthermore, we want the 'Sunmaid' brand to be an assurance of quality to wholesaler, retailer and consumer that will mean protection against the influx of foreign fruit of unknown quality, invited by our present tariff status."

"The wholesaler of to-day who has carefully watched conditions during the past six months must recognize as an asset of his stock a quality food product that is worked intensively by specialty men and even more intensively advertised to the consumer."

"We are spending this enormous sum cheerfully because we are satisfied as to its value to our distributing friends."

"With the salesmen of the wholesale grocer mentioning 'Sunmaid' raisins to his trade, with the salesmen of the wholesale bakers reminding their customers that there will be a demand for 'Sunmaid' Raisin Bread as a result of our advertising, we are sure the campaign will meet with the success which its purpose and magnitude justify."

## General Cigar Company Has Large Earnings

The annual report of the General Cigar Co., for the year ended December 31, 1920, shows gross earnings of \$9,879,798 and net earnings of \$3,340,435. In 1919 gross earnings were \$7,422,414 and net earnings were \$2,805,979.

Good-will, trade-marks, patent rights, etc., are valued at \$19,326,003.

## Biddle Agency Adds to Staff

The Biddle advertising agency, of Philadelphia, has added H. T. Salzer to its copy staff.



*"To visualize the nation as a single industrial organism"*

At the meeting held Feb. 14, in Syracuse, N. Y., of the American Engineering Council — the governing body of the Federal American Engineering Societies—Herbert Hoover, the council's president, outlined the possibilities of the survey of industrial wastes which the federation has organized.

—Hoover

**M**R. HOOVER set forth the reason for the engineer's strategic position and the platform on which his public work is to be done. Engineers penetrate "every industrial avenue and thus possess a unique understanding of our many intricate economic problems and an influence in their solution not equalled by any other part of the community. Wanting nothing from the public, either individually or as a group,

they are indeed in a position of disinterested service."

Following those statements comes the thesis of the industrial survey, the first great public work of the Federated American Engineering Societies, "*to visualize the nation as a single industrial organism.*"

Industry is seldom given so clear an analysis of its problems and so direct an outline for their solution.

We commend it to business men generally.

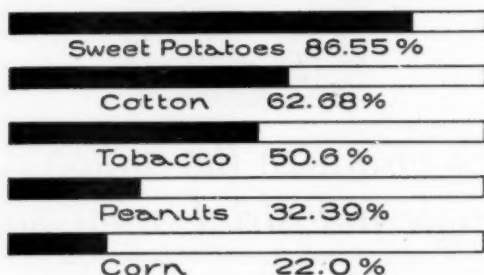
**McGraw-Hill Company, Inc.**

Tenth Avenue at 36th Street

New York

Member of The Associated Business Papers, Inc.

# *Dixie is a Big Factor in World Production*



This chart graphically shows the South's percentage of the World's Yield of Five Great Crops.

Here is the South's percentage of the United States' yield of two important crops:

Soy Beans.....	83.22%
Cow Peas.....	92.0%

Here is the South's percentage of live stock produced in the United States:

Cattle.....	28.0%
Hogs.....	33.0%

The productive South abounds in wealth. Its raw materials have drawn together the farm and the factory. Success is the moving spirit of the hour—30,000,000 people think it, live it, achieve it.

All Native-born Americans. That's why they can best be reached through their home newspapers — Southern Newspapers.

No other medium can successfully compete with the Southern Newspapers where the advertiser desires brisk results—results which sell his wares.



SOUTHERN NEWSPAPER  
PUBLISHERS' ASSOCIATION

Chattanooga, Tenn.

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*Try it out in Representative Milwaukee*

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## Advertising Must Pay

Leading advertisers are now using rapid-action campaigns. Because **results** must be secured without delay—and at the lowest cost.

The country is being combed for markets of proven purchasing power. Appropriations are concentrated in dominant newspapers. They command sales-action quickly—and economically.

A large number of national advertisers are selecting Milwaukee for this reason. Among these, is the Habirshaw Electric Cable Company. Their extensive campaign is being published exclusively in The Journal. Newspapers are used in only six other cities.

You, too, can profitably make intensive sales effort in Milwaukee. Dominant space can be obtained in The Journal at no extra cost.

It is the quick, sure way to secure **results** in a major market.

## The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

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# The Quiet Voice in Copy

The Tumult and the Shouting Dies—Unobtrusive Claims for Attention Are Now Apt to Get Favorable Hearing

By Robert Bostick

And after the fire a still small voice.—  
I Kings xix, 12.

ARE bombastic claims, exaggerated statements in copy, being superseded by quiet, unassuming *understatement* of fact?

The salesman with the gray spats, big black cigar and a stock of humorous stories, we have been told, is being supplanted by the studious type who is short on fancy dress and long on facts and service. It is not beyond the realms of possibility that the same thing is happening in advertising. When everybody buys, super-dressed order takers are considered master salesmen, and copy—the printed salesman—sometimes speaks boastfully, tells funny stories and wears gray spats.

The change seems well on its way in the sales force. There are little signs which seem to tell me the same change is on the way in copy. What kind of copy will correspond to the salesman who knows his product, speaks in words of one syllable and is in earnest? The man doesn't have all the "earmarks" of a salesman, but does have *qualities* that will help him sell. I think the copy equivalent is what might be called "the quiet voice."

Last year I went to the State convention of a certain national association. It was rather a hectic meeting. Almost everybody had ideas to propound upon big topics. Nobody wanted to give an inch. There was much debate—many words were spoken in anger and loudly. Through all the turmoil there was one man who advanced but three ideas, one idea a day. He would get up after an impassioned orator and say his say quietly and in few words. He kept saying it briefly, with a new angle each time, quietly and effectively. So effectively, in fact, that whenever he arose in the rear of the hall, the audience listened

attentively and he was successful in putting over all three of his ideas. The reason was simple. In a roomful of orators this man simply carried his point. In a roomful of shouters the only man you can hear is the one with a quiet voice.

That is the kind of copy I expect to see become more popular. The quiet voice in copy is going to make its appearance again after its neglect during war time and thereafter, or I miss my guess. I saw a good example of it the other day in a retailer's window. On all sides of the store in question were "drastic reductions," "closing out," "final cuts in men's clothing." The windows were full of hyperboles—loud voices. There were several people looking into the one window that looked like a quiet oasis of confidence in a desert of blatant noise. And right in the middle of the well-filled show window I heard a quiet voice in copy. It was a little framed sign stuck up between the gloves and the hats and it said:

"A shop in which one can buy merchandise of standard quality at prices to compare favorably with quotations of the day's market, and in some instances at prices below those prevailing generally in the retail trade."

It was a quiet voice, but with good carrying power, and it was attracting favorable attention.

## SOME PERSUASIVE COPY

In current advertising the Beech-Nut Packing Company's copy surely qualifies under the quiet voice. Listen to this. It is understatement, but I think it rings true where the bass drum type of copy would fall down:

"When we began to smoke our sides of bacon over slow beechwood and hickory fires, we did it to get flavor. When we decided to put out Beech-Nut pork

and beans, it was because this famous old American dish held out such a promise of prime flavor. And we were not disappointed. In quality of ingredients and care of handling, this is a worthy Beech-Nut representative. We assure you of that, and we ask you to try three cans."

The only words above a low tone, "this famous old American dish," are not used as descriptive of the company's own product alone, but of pork and beans generally. Copy of the quiet voice doesn't have to be lazy. "Slow beechwood and hickory fires" are words that don't exactly sing, but they say something which ties up with flavor, and they say it in a quiet way.

Rogers & Sons' description of their product—"A moderate priced silver plate whose value is consistent with its charm"—is quiet, but possesses good carrying power.

A loud voice and shouting words might easily be used in selling clothes-lines. It is an unromantic subject, and men sometimes shout automatically in copy, perhaps to cover up their own lack of enthusiasm. But here is the quiet voice in clothes-line copy:

"The windy month of March holds no terror for the careful woman who insists on reliable clothes-line. We have been making dependable clothes-lines for many years. They do not kink, ravel or stretch."

There is a great temptation to use the loud pedal when your product is really revolutionary, as is the Evinrude motor. But listen:

"The Evinrude is known to sportsmen as the sturdy, outboard motor that removes the hard work of rowing from hunting, fishing or camping trip."

A prominent manufacturer said recently: "If some advertisements were people you would see lots of them getting kicked out into hallways and across doorsteps, some with more violence than others, some right side up, and some wrong side up." Presumably he meant the violence would increase in direct proportion to the

loudness of the voice in copy.

Automobile copy has often been criticised for its loud voice. Yet I find several examples of the quiet note in this field:

"Comfort and convenience are further promoted by the outside door handles, the windshield cleaner and moto-meter. These are real elements of value, we feel, which make the Hupmobile more desirable, and which add much to the satisfaction of owning a car."

Phrases like "it is believed," "it is understood," "we feel," "in all probability" may be called weak sisters of the dictionary by the devotees of punch and jazz, but I have seen them secure favorable attention for a brief submitted by an agency when the other kind fell down.

#### THE HUMAN ELEMENT IN COPY

There is another automobile concern noted for its quiet understatement in copy, its dignity and the impression of sincerity it conveys. Its advertising manager takes the idea seriously when he says: "Whenever I am working out with my agent copy for a national advertisement or a booklet for general circulation I always try to stop and say to myself: 'What kind of a person is this copy? Is he the kind who will get turned down or passed up because he talks too loud? Is he going to be so blamed "effective" that he won't have any effect, or is he going to state the facts in such a tone of voice that people will like him?'"

Would you choose your own advertisements as friends in whom you had confidence, if they were real people instead of type on paper?

The National Motor Car Company once published a booklet entitled "A Little Talk about the National." Of its preparation, Lucius French, then advertising manager of the company, said: "We watched ourselves very carefully and tried very hard to sustain a low tone of voice. We were determined to be a little more restrained about the National than we ever had been be-

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fore. It was just plain talk, one sentence after another, no advertising, no oratory, and it was perhaps the most widely read piece of literature we ever published. It was well printed and it had a look of ease and people read it. We had to print several editions."

Some advertisers seem to have their eyes shut, and with clenched teeth are continuing to beat as loudly as they can on the big bass drum and the clanging cymbal, instruments which have been gradually losing their ability to charm and enchant.

Other advertisers, as I have attempted to show, are now changing their copy to fit the new conditions, the quieter life. They seem to feel that the drum and cymbal at best are loud monotones, and that a monotone is not the only advertising instrument. The quiet voice is offered as a substitute. It has good carrying power, wide flexibility, and it eventually gets a hearing in a room full of shouters. Welcome quiet-voiced salesmen armed with facts! Welcome also the quiet voice in copy. You of the blatant tones and strident voice, you of the song and dance and big bass drum in copy,

Hail and Farewell!

## Agate Club of Chicago States Its Case

AGATE CLUB

CHICAGO, ILL., Feb. 17, 1921.

Editor of PRINTERS' INK:

Referring to your editorial, "Who Was the First?" in the February 10 issue of PRINTERS' INK, you make the statement: "The question has arisen whether, in fact, the Sphinx Club was the first advertising club to come into existence in this country" and later, "The title of the first advertising club has been claimed by the Agate Club of Chicago, but we suspect that it, in turn, was antedated by still other organizations of advertising men."

Without wishing to dwell on technicalities, may I state that the Agate Club does not claim to be the first among other possible and now extinct organizations. It does claim, and can substantiate its claim with proofs, that it is the oldest advertising club in the United States, which implies that it is the first among all present existing organizations.

Covering the question as to whether the Sphinx Club is older than the Agate

Club, that we believe is no longer a question with the members of either the Sphinx Club or the Agate Club. The Agate Club was founded in the fall of 1894—the Sphinx Club in 1896. In a letter addressed to President Fairchild of the Agate Club, December 7, 1920, Mr. Tucker, secretary to Mr. Huntsman, president of the Sphinx Club, calls Mr. Fairchild's attention to an announcement to members of the Sphinx Club, dated December 1, 1920, on which the following postscript appears:

"The statement was made in the last Yearbook of the Sphinx Club that this organization is the oldest of all advertising clubs. The president of the Agate Club of Chicago, Mr. H. B. Fairchild, communicates to the president of the Sphinx Club that the Agate Club was organized in 1894, a year before the Sphinx Club came into existence. President Fairchild has accepted our apology for claiming a distinction which probably belongs to his organization, and the members of the Sphinx Club are informed herewith of our desire to be exact."

As a matter of historical interest, the idea for the formulation of the Agate Club originated with R. T. Stanton, then, as now, Western manager of the *Century*, and the late Thomas Balmer, then Western manager of the *Ladies' Home Journal*, early in the fall of 1894. The original five members were Mr. Stanton, Mr. Balmer and Charles D. Spalding, *Frank Leslie's*; Pierce Underwood, *Continental*, and S. H. Bloom, *Youth's Companion*. By December of that year the name had been chosen, several meetings had been held, and an organization completed consisting of nine members.

Then, as now, the membership of the Agate Club was confined to the representatives located in Chicago of publications of national circulation. In 1897 the membership was limited to thirty, in 1898 to forty, in 1910 to fifty and in 1915 to sixty. During this period it has initiated 218 members. Admission is by invitation only.

From 1894 through 1920 the Agate Club has held meetings twice a month throughout the year, except during the summer months.

During its twenty-seven years of existence the Agate Club has endorsed, and in many cases originated, practically every important measure instituted for the general welfare of advertising in the Western field.

WARREN C. AGRY,  
President.

Frost, Landis & Kohn, publishers' representatives, have been appointed national advertising representatives of the Moultrie, Ga., *Observer*, Tifton, Ga., *Gazette*, Valdosta, Ga., *Times*, and Waycross, Ga., *Journal-Herald*.

The Premier Malt Products Company, of Decatur, Ill., has decided to start a newspaper advertising campaign. Copy will be placed by the Matteson, Fogarty, Jordan Company, Chicago advertising agency.

### Sphinx Club's 25th Anniversary Dinner

The Sphinx Club, of New York City, will celebrate its twenty-fifth anniversary at a dinner to be held at the Waldorf-Astoria on March 8. The programme is not completed, but it is certain that Job E. Hedges will be toastmaster; that a delegation is coming from Chicago, presumably with several orators primed for the occasion and that the lighter forms of entertainment will include singing by a specially trained chorus and a minstrel show. Each Sphinx present will receive a sterling silver commemorative medalion and other presentations during the evening are promised.

The galleries of the Grand Ball Room will be open to the ladies.

"This is to be a real dinner," says President Huntsman, "one to match up with those held in the days when the tinkle of ice in the glass meant something."

### Madison, Wis., "Democrat" Sold

The Madison, Wis., *Democrat*, established in 1846, has been sold to *The State Journal* of that city, and will be discontinued for the time being at least. O. D. Brandenburg, publisher and editor of the *Democrat*, has become a director and contributing editor of *The State Journal*.

### Big Roofing Campaign Planned

A newspaper advertising campaign in behalf of the roofing division of the Richardson Company, of Chicago, will be placed by the Chicago office of the Fred M. Randall Company. The effort will be made in behalf of the Richardson Company's flex-a-tile housetops.

### New Account with Addison Agency

The Addison Advertising Agency, Chicago, has secured the advertising account of Fantl Brothers & Lewis, of that city, manufacturers of women's underwear and novelties. A business paper and newspaper campaign is being planned.

### W. W. Lee with "Cosmopolitan"

W. W. Lee, formerly with The Blackman Company, and J. Walter Thompson Co., at New York, has joined the advertising staff of *Cosmopolitan* at New York.

### Carroll J. Westall Makes a Change

Carroll J. Westall has resigned from the advertising department of Filene's, Boston, to become advertising manager of the Paine Furniture Company, of that city.

### New Printing Press Company Incorporated

Schwartz, Seymour & Company, New York, manufacturing magazine and newspaper rotary printing presses, have been incorporated. The officers are: Arnold A. Schwartz, president and general manager; Ralph C. Seymour, vice-president; and Ernest Lilienthal, secretary and treasurer. An advertising manager and an advertising agency have not yet been selected by this company.

### Chicago Admen's Post Plans Show

The Chicago Advertising Post of the American Legion will give a minstrel show on March 7 and 8 at the Aryan Grotto in that city for the benefit of disabled soldiers. Part of the proceeds will be given direct to needy families of wounded soldiers and the rest will be put in the Post's general relief fund.

### Joins Baker Printing Company

The Baker Printing Company, of Newark, N. J., has appointed John H. Klingensfeld advertising and sales promotion manager.

Mr. Klingensfeld was an account executive for Murray Howe & Co., and was also on the service staff of Frank Seaman, Inc., at New York.

### Major's Cement Campaign in National Mediums

The Major Manufacturing Company, New York, "Major's" Cement, has placed its account with Charles Austin Hirschberg, Inc., New York. A campaign on "Major's" household, leather and rubber cements will run in national mediums.

### H. A. Williams Makes a Change

H. A. Williams, formerly advertising manager of *Motorcycle and Bicycle Illustrated*, has joined the advertising department of the Brass World Publishing Co., publisher of *Brass World*, New York.

### Honolulu Newspaper's Appointment

Cruse Carriel, automobile editor of the Honolulu *Pacific Commercial Advertiser*, has been appointed advertising manager. Mr. Carriel was for two and a half years retail sales manager of the Public Service Company of Northern Illinois, with headquarters in Chicago.

### Joins Baltimore "News" Staff

W. P. Pentz has joined the advertising staff of the Baltimore *News and American*. He was formerly manager of the Household Loan Co., that city.



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## there's only one decision

**H**OW many such scenes as this have been enacted over the country in the last sixty days? There is only one media you can use with your advertising to bring in definite sales. You can not expect dealers to buy more merchandise until they have sold what they already have on their shelves.

The one media that gives direct sales is the *newspaper*.

Big space, dominant copy used in those market centers in which you have distribution and made possible by concentrating in the dominant *newspaper* will move the goods. Then your retailers can buy more goods.

## THE INDIANAPOLIS NEWS

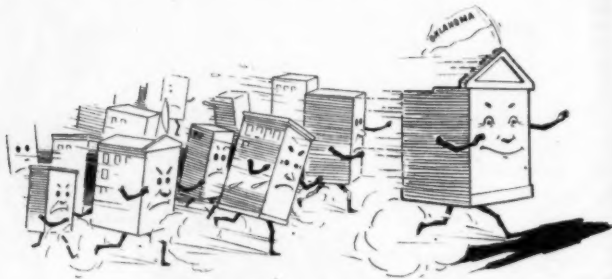
New York Office  
DAN A. CARROLL  
150 Nassau Street

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

# The OKLAHOMA



## Oklahoma Federal Reserve Branch Passes 13 Other Branches and 1 Parent Bank

Here are the figures for the last available 30-day period, quoted from the December Federal Reserve Bulletin:

BANK	ITEMS	AMOUNTS
Oklahoma .....	1,045,063	\$222,049,000
Los Angeles .....	1,012,508	191,378,000
Atlanta (P) .....	512,308	181,467,000
Denver .....	572,712	153,001,000
Houston .....	552,813	141,824,000
Omaha .....	726,148	135,450,000
Birmingham .....	240,000	106,144,000
Louisville .....	493,653	102,340,000
New Orleans .....	236,873	97,534,000
Seattle .....	346,639	87,875,000
Nashville .....	297,123	70,012,000
Portland .....	279,187	67,999,000
Little Rock .....	377,458	60,934,000
Spokane .....	249,180	50,216,000
Jacksonville .....	202,862	49,897,000

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# DAILY LEAGUE

The relative prosperity of Oklahoma means big sales for those who have learned HOW to reach the Oklahoma market. There is only one economical way to "cover" Oklahoma and to get your full share of this profitable business. That is by using the Oklahoma Daily League newspapers listed below—advertising **LOCALLY** in each rich market center of the state. It is the only way to reach a **PAYING** number of the purchasers in these rich markets. Write today for complete information on Oklahoma and how to cover it properly.

## OKLAHOMA DAILY LEAGUE

Address: Tribune Bldg., Tulsa, Okla.

### MEMBERS:

Bartlesville Examiner	McAlester News-Capital	Oklahoma News
Enid News	Muskogee Phoenix	Shawnee News
Lawton Constitution	Muskogee Times-Democrat	Tulsa Tribune
Lawton News		Tulsa World

### SPECIAL REPRESENTATIVES:

The above Oklahoma Daily League newspapers are represented individually by the following "Specials":

John M. Branham Co.	Ford-Parsons Co.	Payne, Burns & Smith, Inc.
Bryant, Griffith & Brunson	E. Katz Special Adv. Agency	Scripps Newspapers
Oscar G. Davies	Frank E. Northrup	S. C. Thies Co.
Robert E. Douglas	G. Logan Payne Co.	Robert E. Ward

## RICH MARKETS PAY YOU

## —news

is the vital daily interest.

Has your advertising news value?

Link your merchandising news with the daily Newspaper, and watch your sales hit the perpendicular line!

Invest in Newspaper Advertising

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago  
Kansas City

New York

Atlanta  
San Francisco

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# Producers Begin to Show Fight on Returned Goods Deal

With Conditions Favoring Retailer in Many Ways, Manufacturers and Jobbers See Need of Radical Action to End Abuses

RETAILERS are and have been getting so much outside help in the matter of the returned goods evil that manufacturers and jobbers are showing a most decided disposition to tighten up in that respect and get some of the benefits themselves.

A few years ago the returned goods privilege was practically wide open in the better class of retail stores, both large and small. PRINTERS' INK has told how many and varied were the abuses. Retailers, after allowing their own customers so many privileges, naturally thought they could take the same liberty with the concerns from which they, in turn, bought goods. Now the retailers are rapidly being relieved of the burden, but they still are returning goods themselves at the same old rate.

During the war the Government stepped in and shut down on limitless delivery, restricted the return of goods, and did a lot of other desirable things for the retailer in the name of wartime conservation. In most retail stores to-day the old Government rules in an adapted form still are in effect. The retailers learned something.

And now comes another strong ally—the health commissioner. Mr. Health Commissioner is about the most powerful individual you can find in our whole governmental scheme. He can put into effect almost any ruling for the sake of the general health and get away with it. Health Commissioner Robertson of Chicago has issued a drastic order prohibiting the return of certain kinds of merchandise to dry goods and department stores. He declared the step would aid materially in fighting smallpox and other contagious diseases.

Dr. Robertson said there was no penalty attached to the disobedience of his order on the part of the stores, but expressed the belief

that the stores "would comply with the ruling without exception." They certainly will. They will be glad to. Leading dealers estimate that it will reduce the quantity of returned goods by at least 25 per cent.

The order is directed against the return of merchandise worn or used directly in contact with the skin and wearing apparel of any kind that shows any evidence of having been used.

## CHICAGO INCREASES THE VERBOTEN LIST

The articles which hereafter cannot under any circumstances be returned to Chicago stores include such items as hosiery, underwear, night clothing, women's neckwear and veilings, coats, couches, bedding of all sorts, children's toys, dolls and playthings, baby carriages, hot water bottles, and a long list of toilet articles, including soaps, cosmetics, brushes and combs.

It is a pretty safe statement to say that the retail stores of the country as a whole take back less than fifty per cent as much merchandise to-day as was the case four years ago. Even in great city stores where heretofore the customer always has been right the practice has been abridged in a most notable way.

On the other hand, retailers are just as free as ever in this practice as far as their relations with manufacturers and jobbers are concerned. There was not so much of it during the seller's market when dealers were glad to get almost any kind of merchandise that was sent them. But when cancellation of orders got on the job, the returned goods proposition got more serious than ever. Right now it is at its height and manufacturers are showing every evidence of taking radical measures to check it.

If this can be done manufacturers will have made some worthwhile progress in the fight to make selling efforts more resultful than sensational. When goods are returned in any quantity the operation is a more costly one from the standpoint of the manufacturer than is cancellation. It nullifies valuable sales efforts and adds to the overhead—notable considerations in these “touchy” days.

Not every manufacturer could follow the example of the Harsh & Chapline Shoe Company, as recently told in *PRINTERS' INK*, and sell goods to the consumer direct as a protest against cancellations and returned goods. Neither would he want to. But he can be less complacent in the face of this widespread abuse.

#### HALF-HEARTED RESTRICTION OF RETURNING GOODS FAILED

*PRINTERS' INK* knows of one big concern selling goods largely by mail that set about in a rather timid way to make its guarantee letters comprehensive, and to cut down on what it termed the returned goods tax. It sent out a circular showing in some little detail the waste entailed by the widespread practice of returning goods and asked the opinion of its customers as to the feasibility of putting into effect certain restrictions. The comparatively few letters received in reply were so hostile in tone that the house promptly dropped the whole matter. It made its mistake by asking the opinion of its customers. Had it put the proposed new policy boldly into force and then followed it up by widely circulating the principles it advanced in a tentative way the move probably would have been a success.

In a word, this company proposed to abolish the custom of allowing customers to ship back merchandise without first having obtained consent of the house.

“This really is about as far as anybody can go,” the general manager of the concern said to *PRINTERS' INK*. “It would be difficult to lay down any definite set of rules showing in detail what could

and could not be done. Make it plain, however, that consent has first to be obtained, and you automatically shut out much woe along this line.

“Then, when a retailer writes saying he wants to return a certain shipment, the matter is open to negotiation. In many cases it can be adjusted by making some sort of an allowance on a much less expensive basis than would be entailed by taking back the goods.

“Inasmuch as you are not going to use our name I don't mind saying to you that I think we showed poor strategy and lack of nerve in our approach. Our proposition is sound and we should not have allowed hostility to scare us out. Naturally, retailers will not accept with open arms any restriction of their privileges. Unless I am very much mistaken we are going to attempt this thing again and next time I believe we will be successful.”

It would seem that a suitable background for an announcement such as the one spoken of by this manufacturer would be a full, frank setting forth of the reasons for the new rule. In suitable advertising matter the retailers could be reminded of the big loss they had undergone in times past because of returned goods. Then could be shown that overindulgence of the practice by retailers inevitably means higher prices for merchandise. The house might go even so far as to show approximate figures of its own losses from this practice in the last year. The retailer fully realizes that the time has returned when he can “talk back” to the people from whom he buys goods. This makes him a rather hard proposition to handle whenever any new restrictive measures are proposed. Just the same he would be responsive to an advertising showing wherein it could be demonstrated that when he returns goods without proper negotiations—without giving the shipper a chance—he is really adding to the cost of merchandise as a whole and interfering with his own profits.





BUSINESS DISTRICT, RICHMOND

## "Star" Lights on Indiana A Few Rays on Richmond

Sixty-nine miles from Indianapolis, with a population of 26,728, and an annual pay roll of more than \$15,000,000.00, is Richmond, Indiana, one of the most important trading centers of eastern Indiana.

Richmond has 118 manufacturing concerns, including the largest lawn mower factory in the world, and is essentially an industrial city. This is to a great extent made possible by its excellent situation from a transportation standpoint, as it is located on the trunk railroads and two interurban systems.

Richmond has two excellent daily newspapers, yet, despite that fact, the city proper takes 845 daily and 1,340 Sunday copies of *The Indianapolis Star*, while Wayne County, of which Richmond is the county seat, takes 1,444 daily and 1,875 Sunday copies of *The Indianapolis Star*.

It is the progressive, forward-looking citizens who buy Indiana's metropolitan daily at Richmond, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis shows that one out of every five business and professional men read

## The Indianapolis Star

*Largest Morning and Sunday Circulation in Indiana*

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFER GROUP OF NEWSPAPER

# A Scientific Scale of Discounts to Jobbers

The Mazda Lamp Sales Plan Pays Jobbing Agents for Each Kind of Service Separately

By Hugh E. Agnew

A POPULAR treatise just at the present time would be a handbook on "How to Get Along with Your Jobber Peaceably and Profitably." There seems to be a great demand for the information such a title covers. While some firms have parted with the jobber—absolutely—others are pestered with competition from jobbers' brands owned by the very jobbers upon whom they depend for distribution. In a recent number of *PRINTERS' INK*, a sales manager for one of the largest manufacturers of the kind in the country proposed that manufacturers of allied lines should get together and establish their own jobbing houses.

On the other hand, dealers are trying to bridge the gap between themselves and the manufacturers by other means than through jobbers. Especially do retailers that handle greater volumes than some of the jobbers resent the necessity of buying in any other way than direct from the manufacturer. Of course, all that is an old story, but the fact that it is old and that heretofore it has not been settled, makes a solution all the more urgent.

No plan has been volunteered that will quiet all the troubles incident to the present manufacturer-jobber-retailer routing of goods. But the Mazda lamp makers have inaugurated a system of distribution which is satisfactory to the company and which has eliminated the more vexing of the jobber troubles. Its plan is founded upon remuneration for these four basic services:

For selling goods—according to the quantity sold.

For stocking and delivering goods.

For establishing and assisting agencies to sell direct.

For collecting and remitting to the firm.

In other words, agents are paid according to the services actually performed. Stocking goods for customers, establishing sales agents, assisting the agents to sell goods, and getting the money to the manufacturer when due, are separate and distinct services, each with its own scale of pay. Furthermore, this system works out automatically the vexing question of who are and are not dealers, wholesalers or jobbers. One of the first things in the solution was the elimination of these two words, and the other words by which the retailer or dealer are usually designated. But that is anticipating.

There are two general classes of Mazda lamps; miniature and large. The former are used in automobiles, flashlights and for decorative purposes. Their sale is small in comparison with the larger lamps—in the Westinghouse division they are about 12 to 16 per cent of the gross. The miniature lamps are sold on order and billed regularly. The larger lamps are put out on consignment.

## CLASSIFYING DEALERS

Distributors are divided into two classes: those who redistribute and those who only sell direct. These agents are designated as "B" and "A." In the legal sense both are appointed by the manufacturer, although as a matter of course, the jobbing, or "B" agents, develop the "A" agents, and receive a special compensation for that service. There is no contract, but "appointments" which state very fully the terms on which the lamps are to be sold. These appointments are signed by the manufacturer for all agents.

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# Baltimore Will Spend Five Million Dollars

☐ To increase its water supply, Baltimore will spend \$5,000,000 to raise the Loch Raven dam on the Gunpowder river from its present height of 188 feet to approximately 240 feet. By doing so, the city will be able to impound at Loch Raven between 22,000,000,000 and 23,000,000,000 gallons of water as compared with 1,500,000,000 gallons as at present.

☐ This is the first step in providing a dependable supply of water for the future needs of Maryland's big city.

☐ Don't overlook the great and growing Baltimore market in planning your sales and advertising campaign. Our Service Department will be glad to help you.

☐ The average net paid daily circulation of The *Sunpapers* (Morning and Evening) now exceeds 205,000—a gain of more than 34,000 over the average for January last year.

## Everything In Baltimore Revolves Around THE SUN

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

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**Baltimoreans Don't Say "Newspaper"  
—They Say "Sunpaper"**

# Editorial Stand for Cleaner Movies Big Increase In Circulation

Editorial that stirred the wrath of the managers of Tulsa's moving picture theatres.

## CRIME-LESS MOVIES

Chicago must be well-nigh movieless just now, if a recent order of the chief of police is effective. Three youthful robbers, sentenced to a reformatory, explained that they got their ideas from a crook moving picture. The chief then sent out orders that all pictures showing criminal activities, even if in the last act the criminal was depicted paying the full penalty for his offense against the law, must be severely censored and no permits for their presentation must be granted.

This is a matter in which many able and thoughtful persons disagree. Whether or not one believes that the showing of murder, stealing or other crimes leads to their actual perpetration by persons who would not otherwise have committed them, one still can look with favor on some restrictions on what the Chicago boys called "crook pictures." They offend good taste and decency, particularly when shown, as many of them are nowadays, in fullest detail.

There are good and bad books. The same theme or plot might be found in each of two different volumes. In one it would be handled so crudely, with its base elements so emphasized, its treatment of character so lacking in truth and idealism, that it would make a bad book, unfit to be read by decent people. It is the same way with the movies. If really great pictures are to be presented, as great dramas are played on the stage, tragedy, sin and crime cannot be wholly eliminated. But a time should come when film dramas of base and vulgar treatment will not be shown widely where they can injure children and disgust right-minded adults. This evil is not confined to Chicago movie houses at all. Tulsa has a lot of rotten crime-movie pictures being shown here. They debase more than they elevate. In the crime clean-up of the town the law-respecting citizens owe it to themselves to look into this matter.

We take this method of conveying the true facts as to why Tribune volume of amusement advertising is below normal and to correct a false impression spread by the national representatives of our competitor as to the reason THE TRIBUNE DOES NOT PUBLISH MOVIE ADS.

THIS UNMISTAKABLE STAMP OF APPROVAL MANIFESTED FOR CLEANER MOVIES WILL RESULT IN THE ELIMINATION

TULSA IS A CLEAN CITY INHABITED BY HOME

Richard Lloyd Jones, Editor  
T. F. McPherson, Bus. Mgr.

**The Tulsa Tribune**  
TULSA, OKLAHOMA

HOME READER CONCERN  
LEARN'S TRIBUNE'S EDITORIAL  
BE CONTROLLED BY A FEW  
THROTTLE THE PRESS  
MENT OLIGARCHY THAT  
ING FILMS.

Convinced that the moving picture industry had a great mission to perform and with no other desire in the world than to promote the best interests of the moving picture proprietors and to be of assistance in bringing to the public that higher class of pictures for which there is such a tremendous demand, The Tulsa Tribune in a calm and rational way used its editorial columns for that purpose. To our amazement, our constructive enterprise was met with a concerted action on the part of the moving picture managers which resulted in the immediate withdrawal of all our moving picture advertising and the instigation of their leader.

The message was sent to The Tribune that when we editorially opposed state censorship we might expect our columns to again receive movie copy.

The Tribune never advocated state censorship. The Tribune does not now believe in state censorship and never did, and so stated in its editorial columns, insisting that it hoped that the movie producers and managers would not themselves force such a condition by the continual exposition of crime films. This re-

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OBJECT

HOME

# Starts a Boycott Against Tulsa Tribune Circulation Is Result

ONCE GROWS AS CITY  
ERIAL POLICY CANNOT  
RTISERS WHO WOULD  
MAINTAIN AN AMUSE-  
THA TENDS CRIME BREED-

quest from the movie managers was either their ignorant or wilful attempt to throttle the free expression of the press on a subject in which the masses of the people were in hearty agreement with The Tribune.

Realizing the tremendous popularity of the movies we were doubtful as to the degree of circulation loss The Tribune might suffer because of the withdrawal of the movie advertisements.

In view of the fact that we anticipated a decrease in our city circulation, we were surprised when we observed that our circulation delivery directly into the homes of the city began to increase more rapidly than at any time in the past. And within thirty days of the withdrawal of this movie advertising The Tribune delivery directly into the homes of the city had increased 362 copies daily. So greatly did this evidence that The Tribune recognized a higher duty than serving the cash register impress the public that our total circulation has increased by more than one thousand copies daily since we took this stand for cleaner movies. The public is with The Tribune.

## A KEEN DESIRE TO SERVE IS THE KEYNOTE TO SUCCESSFUL ENTERPRISE

That the PUBLIC appreciates efficient service is evidenced by the growth of our city and country circulation during the past forty days.

From January 11th to February 18th our list of home delivery subscribers in Tulsa alone increased by 362.

Our total city circulation has increased more than 1,000 during the past 40 days. The Tribune total city circulation now varies from 15,300 to 16,000 daily, not including the R. F. D. delivery.

### An Encouraging Growth

	City Cir.	Total Cir.		City Cir.	Total Cir.
Jan. 11	15,039	23,879	Feb. 2	15,463	24,497
Jan. 12	14,828	23,698	Feb. 3	15,334	24,442
Jan. 13	15,282	24,259	Feb. 4	15,593	24,727
Jan. 14	15,123	24,101	Feb. 5	15,319	24,552
Jan. 15	15,035	23,985	Feb. 7	14,968	24,429
Jan. 17	14,871	23,811	Feb. 8	15,444	24,902
Jan. 18	15,074	24,042	Feb. 9	15,435	24,881
Jan. 19	15,191	24,179	Feb. 10	15,204	24,594
Jan. 20	15,060	24,146	Feb. 11	15,418	24,864
Jan. 21	15,496	24,592	Feb. 12	15,902	25,492
Jan. 22	15,453	24,522	Feb. 14	15,137	24,719
Jan. 24	15,667	24,689	Feb. 15	15,395	25,054
Jan. 25	15,206	24,165	Feb. 16	15,342	24,818
Jan. 26	15,423	24,396	Feb. 17	15,292	24,835
Jan. 27	15,216	24,196	Feb. 18	16,081	25,919
Jan. 28	15,362	24,325	Feb. 19	15,719	25,381
Jan. 29	15,435	24,415	Feb. 21	15,405	24,893
Jan. 30	15,447	24,487	Feb. 22	16,343	26,240
Feb. 1	15,396	24,441			

	Average Daily Paid Cir.	Cash Receipts from Cir.	Cash Income Per Copy Sold
January, 1921..	23,754	\$13,086.02	.0178
November, 1919	22,750	4,010.54	.006
Gain .....	1,004	9,075.48	.0118
Per Cent of Gain	4	201	186

THE PEOPLE OF TULSA OF THE TRIBUNE'S STAND  
OBJECTIONABLE FILMS FROM THE CITY'S THEATRES.  
HOME-LOVING PEOPLE

**Tribune**  
OKLAHOMA

National Representatives  
G. LOGAN PAYNE COMPANY  
PAYNE, BURNS & SMITH, INC.

In the case of "A" agents, who are nominated by the "B" agents, the latter are permitted to supply the agents specified by the manufacturer, and no others. In like manner "A" agents may receive goods only from the particular "B" agent specified in the appointment. That prevents "B" agents from attempting to steal each other's customers.

In order to encourage "B" agents to carry complete stocks, an extra commission of 2 per cent is allowed on all orders furnished out of stock. That is to prevent agents from taking orders and asking the manufacturer to pack and ship direct.

In order to keep collections promptly up to date, both from "B" agents on their direct business and on the business of "A" agents done through them, an added 5 per cent is allowed on the net amount remitted, providing it is received by the fifteenth of the month following sale.

The scale of discounts is arranged according to volume, and when sales reach a stated amount, the discount automatically increases. Also when annual sales amount to \$20,000, an "A" agent automatically advances to the grade of "B" agent. That carries with it the added discounts, the privilege of nominating "A" agents and entitles him to commissions on the business of such agents as he develops.

To encourage "B" agents to assist their dealers in increasing turnover, another sliding scale discount is allowed. That has just been inaugurated, and the tentative discounts are 3 per cent on all sub-agency business. But if the sub-agent turns his stock five times or more in a year, then the "B" agent to whom he is responsible, gets 4 per cent instead of 3. If the sub-agent turns his stock six times or more annually, then the "B" agent who supplies him gets 5 per cent on the business.

Salesmen, whom the Mazda people term "representatives," call upon all agents at least twice a year. The purpose is not to sell lamps, but to help the agent sell

lamps. The advertising departments of Mazda products also cooperate with the agents to the fullest.

Agents are not allowed to sell other patented lamps, and each agent's territory is exclusive, but is not larger than he can cover with intensive selling methods.

Just how far this method of distribution would be applicable to other articles, especially those not protected by patent, would be subject to demonstration. But it would seem that an extra discount to jobbers who do not handle brands of their own, another to those who handle an article exclusively, with extra inducement for securing new dealers, and a still greater inducement for establishing exclusive distributors might be worked out with a considerable number of manufactured products.

In addition to increasing the co-operation of jobbers, this would give a manufacturer ample information as to whom and where his goods are sold. He would know how many exclusive dealers and how many who handle other lines there were, and who they were. He could cooperate intelligently and efficiently through advertising and otherwise with the final points of contact.

In addition to all that, the manufacturer would be in a position to buy from jobbers the specific services that the jobber can perform cheaper and better than the manufacturer can perform them for himself; and he can reward the jobber to just the extent that the jobber performs useful service.

After all, isn't the chief difficulty in the present situation a question of remuneration for specific service?

### M. C. Auerbach with Western Knitting Mills

Malcolm C. Auerbach has been appointed general sales manager, with headquarters at Chicago, of Department 2 of the Western Knitting Mills, Inc., Rochester, Mich. Mr. Auerbach was recently in advertising work for Alfred Decker & Co., Chicago, maker of "Society Brand" clothes.

The rotogravure section of The Minneapolis Sunday Tribune is being used by the Corn Products Refining Company for Karo syrup. The campaign runs for ten weeks. Distinctive copy comes from the E. W. Hellwig Company.

The Crowell Publishing Company has started a series of advertisements in The Minneapolis Tribune for Farm & Fireside, one of its publications. Page copy was used for the first ad. This business was placed in The Tribune by the J. Walter Thompson Company.

The Dollenmayer Advertising Agency, of Minneapolis, has placed with The Minneapolis Tribune a contract for the Royal Mail Steam Packet Company. This copy runs daily and Sunday, except Saturday and should prove highly stimulating to the business of this steamship company.

The Quaker Creamery Company, of Minneapolis, is a consistent user of display space in The Minneapolis Tribune. Its copy appears every day and serves to call attention twice each twenty-four hours—in The Minneapolis Morning Tribune and The Minneapolis Evening Tribune—attractively and with a logical argument to the merits of Quaker Pasteurized Milk.

The Minneapolis Tribune has been selected by the Cantilever Shoe Shop, of Minneapolis, for a series of attractively designed advertisements, which are rapidly popularizing this enterprising shop.

The Northfield Milk Products Company, of Northfield, Minn., is using striking copy in The Minneapolis Tribune's food pages to promote the sales of this excellent Minnesota evaporated milk product.

The Betting-Thompson Co., Inc., advertising agency, of St. Paul, Minn., has sent The Minneapolis Tribune an advertising schedule for Oakdale Farm to promote the sales of its day-old chicks. This campaign runs through to April 10, and is very attractively displayed and written. Anyone interested in raising chickens will find an especial appeal in this copy.

The Minneapolis Tribune is in receipt of a fifteen-time Sunday order from the Coolidge Advertising Company for the Miller Poultry Farms. This advertising runs on the Poultry Page of The Sunday Tribune and is so strong in illustration and text as to insure the best of results from The Sunday Tribune's big circulation throughout the Northwest.

The Nucoa Butter Company is popularizing its product in the Northwest with an extensive advertising campaign in The Minneapolis Tribune, copy and schedule coming from the H. K. McCann Company.

The Hanson-Nelson Company, of Minneapolis, has just completed a most successful advertising campaign in The Minneapolis Tribune on its \$100,000 "Factory Cost" furniture sale.

The New England Furniture & Carpet Company, of Minneapolis, is using The Minneapolis Tribune, daily and Sunday, for an extensive page advertising campaign announcing its removal to its new store, the ground on which its store at Fifth street and Marquette avenue is now located having been purchased by one of the leading banks of Minneapolis for its new home. At the same time the New England company is carrying a well-written and well-illustrated series of two-column advertisements in The Tribune for its office equipment department.

*Member A. B. C.*

## The Minneapolis Tribune

Is the oldest and best daily News-paper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



**FIRST**  
in its  
City

**FIRST**  
in its  
State

**FIRST**  
in its  
Federal  
Reserve  
District







**COMFORT**  
NUMBER SEVEN

"I believe in the  
advertisements in  
**COMFORT** because  
they appear in a  
paper with such a  
high standard as  
**COMFORT.**"

—Mrs. George Weis,  
Colorado

**W. H. GANNETT, Pub., Inc.,**  
Augusta, Maine

WALTER R. JENKINS, Jr., Rep.  
New York Office :  
1629 Aecelon Hall

FRANK H. THOMAS, Rep.  
Chicago Office :  
1635 Marquette Bldg.

**Influence**

# Gains in February

## Advertising Lineage

February, 1920 .....	18,536 lines
February, 1921 .....	18,844 lines
<b>GAIN.....</b>	<b>308 lines</b>

In February, 1921, when most magazines were accepting heavy losses in lineage in comparison with 1920, *The Farmer's Wife* continued its steady gains.

We attribute this fact to one thing: Advertisers and space buyers recognize the ultimate buyer on the farm—the *farm woman*.

In making up your next list be sure to include the only magazine published exclusively for farm women, *The Farmer's Wife*.

## THE FARMER'S WIFE

*A National Magazine for Farm Women*

ST. PAUL, MINN.

*Eastern Office*

Wallace C. Richardson, Inc.,  
95 Madison Avenue,  
New York, N. Y.



*Western Office*

Standard Farm Papers, Inc.,  
1341 Conway Building,  
Chicago, Illinois.

**750,000 Monthly Circulation**

# Merchandising—What Is It?

Lack of an Accepted Definition Causes Much Misuse of the Word—  
Policies That Make for Success

By C. P. Russell

A GROUP of business men were talking shop one day when one of them referred to So-and-So as "a great merchandiser."

"Just what is merchandising?" asked a young fellow who was sitting in the party.

"Merchandising," began the older man, "is—er—, why, it means—er—let me give you an instance—."

Put the average business man to the same test, and nine times out of ten he will try to get out of the difficulty in the same way, that is, by citing an illustration. He knows what he means by "merchandising," but he is surprised at his own lack of words when called upon to define. The trouble is that there is no accepted definition. "Merchandising" is just one of those terms that has crept into business parlance; everybody takes it for granted that everybody else knows what is meant by it and lets it go at that.

Yet the term is one that is much misused. It is often used as if it were synonymous with "selling" or with "salesmanship," which it is not. It is even used occasionally as if it had something to do with advertising, which is not necessarily true. Nor is it the same thing as "marketing," as some persons seem to think.

To discuss merchandising, therefore, it is necessary first to attempt some kind of definition of the word.

Let us start with the word merchant, meaning thereby a man who buys and sells things for a living. The things that he buys and sells are merchandise. But the latter word has come to mean a little more than this. In modern business language, merchandise is a term applied mostly to goods in a finished state; that is, goods that are ready to go into the hands of

the consumer. Let us say, then:

Merchandising is the whole process which is required to move goods quickly, smoothly and economically all the way from the producer to the consumer and which keeps purchasers satisfied.

That last qualifying phrase may seem trifling, but it is none the less important, because a seller who has too many goods returned to him on account of unsatisfactory condition is obviously not a good merchandiser.

This definition may have holes in it, but it is purposely made broad enough to cover a lot of ground. There is another definition that may be clearer. This is by John Allen Murphy, who says that by merchandising is meant "all the energy necessary to move goods between producer and consumer." It might also be defined as the ability to find out what is wrong when your business, all conditions being favorable, fails to go ahead. Good merchandisers have their fingers on the pulse of the world. They incessantly "keep in touch." They know who will buy and how and what and when and why.

## AN EXAMPLE OF A BORN MERCHANDISER

In a country town, not long ago, a hardware store burned to the ground. The destruction was complete. A day or two later some small boys dug into the ruins and uncovered a couple of bushels of warped and twisted horseshoes. They didn't seem to be worth anything, so the boys left them where they were—with one exception. This lad waited until all the others had gone, then got a wheelbarrow, loaded the shoes into it, and pushed it around to a vacant lot where farmers were wont to gather. He sold the entire collection of damaged horseshoes in two hours at ten cents a pair. He

made so much money that the other boys hated him for months afterward. That lad was a born merchandiser. He knew who would buy. When he grows up he will probably establish a chain of stores in places where other retailers say that they can't make a living.

One of the great business organizations of the United States is the Singer Sewing Machine Company. It has so many shops and branch stores that a book of 293 pages, set in 8-point type, is necessary to print a list of them. A sewing machine is a very necessary article, but not everybody has the full price for it at the time it is needed. So the Singer company early in its history adopted a merchandising plan which enabled its product to go into the hands of the masses. Some business authorities criticise the instalment method of selling as unsound, but the fact remains that the Singer company has used it to build up a business which reaches into every corner of the globe. Before the war it had 1,673 shops in Russia alone. The company adjusts its methods of doing business to prevailing conditions, wherever it finds them. That is good merchandising.

#### APPEARANCE IMPORTANT

A few years ago a manufacturing concern turned out an electric sad-iron. It would do what was claimed for it and everybody was enthusiastic. A well-planned advertising campaign was begun and a force of trained salesmen went out to cover the United States with it. They had no trouble getting orders, and the company believed it had a winner. But a few months later things didn't seem to look so good. New orders continued to come in, but reorders were few and far between. There was a hitch somewhere, and investigators were dispatched to find out where it lay. They learned something from the first dealers they questioned. These men pointed to their loaded shelves.

"Your iron is all right," they said, "but it simply doesn't sell."

The investigators went to the consumers—the women who ought to be buying. These women let in some light on the question.

"Your iron seems to work all right," they said, "but it is rough looking. Can't you make something nicer?"

The firm took the hint. It improved the pattern of the iron, put some nickel plating on it, and otherwise polished up its appearance. The improved appearance did the trick. The women began to buy, and dealers came with repeat orders. Good merchandisers, therefore, have a care as to the appearance as well as to the quality of an article. They know what people will buy and why. If they don't know, they find out.

A firm manufacturing trunks exclusively found that out of about 18,000 luggage dealers in the United States, it had only 800 customers. Up to this time the firm had concentrated most of its attention on production—it wanted to manufacture a superior article and it did so. But the distribution was faulty and it was realized that the defect lay in the merchandising policy. Its vision was not wide enough. For one thing, the selling expense on trunks alone was too high. This was spread out by the addition of a line of leather bags and suitcases.

Investigation showed that small-town dealers preferred to buy a complete line of luggage in both low and high priced goods from one firm, so the necessary expansion was made. A trade-mark was adopted and advertising was used to establish the manufacturer's identity. The consequence was a distribution of 70 per cent of the total dealers in the country, against a very small percentage previously. Likely trunks had a good name for years, but it was a broad-gauged merchandising policy that increased likely dealers from 800 to several thousand within a few years.

Pocket flashlights first came on the market as a plaything. They were sold principally in novelty stores in the big cities. It was a new merchandising conception



*The American Tobacco Company's money-back guarantee on Lord Salisbury Cigarettes must obviously be directed to a discriminating public to be effective. That's why Lord Salisbury Cigarettes are advertised in the ten magazines comprising the All-Fiction Field.*

*The*  
**ALL FICTION FIELD**

*"The Field of Greatest Yield"*

*Published by*

**Doubleday, Page & Co.**  
**The Frank A. Munsey Co.**

**The Ridgway Company**  
**Street & Smith Corporation**

*1,596,415 A. B. C. Circulation*

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which raised the flashlight out of the novelty class and made it a staple article for everyday use that is now sold in hardware, drug, stationery, department and other kinds of stores, and made the American Ever Ready Works a unit in the National Carbon Company, which is a \$17,000,000 corporation. Flashlights are now sold not only to boys and girls, but to farmers, sportsmen, automobilists, mechanics, and to every other kind of person who needs a light in the dark. Once it was seen that there was no limit to the merchandising possibilities, there was needed only a properly organized advertising and selling campaign to convert these possibilities into realities.

Some years ago there was a young woman in Cincinnati, the daughter of a drug store proprietor, who had an idea that the retail merchandising of drugs could be improved over the prevailing practice. When her father died she got an opportunity to test her theory. She began by removing from sight everything in the store that suggested gloom or sickness. She made both the inside and the outside as bright and as attractive as possible. She got so much business that she opened another store, and then a third. When she died, she left a whole chain of drug stores behind her as a monument to her merchandising ability. She learned the conditions under which people are stimulated into buying.

When Theodore N. Vail died a few months ago, a great merchandiser was lost to the world. As the head of a great telegraph system, it was his job to sell, not goods, but service. There were tremendous peaks and valleys in the use of the telegraph. There were certain periods in the twenty-four-hour day when telegraphers were rushed to death, and other hours, especially at night, when there was nothing to do. There was also a tremendous underconsumption of telegraph service. There were not enough users to maintain the huge system in proper condition. Mr. Vail merchandised the telegraph to the public by introducing

the night and day letter at a nominal cost. What he thus did to upbuild the American Telegraph and Telephone Company is a matter of history.

These examples illustrate what is meant when we say that good merchandising is not necessarily synonymous with good salesmanship or good advertising or good marketing. Merchandising comprehends the whole process by which finished goods or services are produced and distributed. Salesmanship, advertising and marketing are simply parts of the whole. Their purpose is to carry out the merchandising plan and to make it effective.

A salesman may be ever so efficient, but he cannot work successfully against an inferior article or bad packing or irregular deliveries or unsympathetic credit management.

Advertising will not work successfully against lowered quality, ill-chosen mediums, or a policy that underestimates the public's intelligence.

Marketing cannot be carried out successfully in the face of superficial investigation, hasty "surveys," restricted fields or the choice of the wrong class to sell to.

A man may be a good manufacturer without being a good merchant. When he is both, he becomes a great merchandiser.

### W. H. Zimmer with La Porte & Austin

Will W. Zimmer, recently with the Eastern office of the *American Fruit Grower*, has joined the advertising agency of La Porte & Austin, New York, as an executive in charge of agricultural advertising.

Mr. Zimmer has been in publicity work for more than sixteen years, most of which time he has been associated with farm paper advertising. He has been with the International Harvester Corporation and the Charles agency, of New York.

### Chicago Account with Ferry-Hanly Agency

The Murphy Door Bed Company, Chicago, has placed its account with the Ferry-Hanly Advertising Co., Chicago. A campaign on "In-A-Dor" bed in newspapers and business papers within the immediate territory is planned.



Knowing how essential it is that their advertising reach into the closest interests of the home, Minneapolis dealers in musical instruments for eight years now have preferred Journal space by an average of 7 per cent more than they used in any other newspaper.

# THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

[better  
paper  
∞  
better  
printing



Printing Papers

WAR  
STANDARD



## "Ye Gods, give us light!"

THAT was the cry of the ancient. He felt the blind helplessness of ignorance.

The longing for more light—more information—brought the birth of science and teaching. From this same desire came books, and then printing.

The history of the betterment of printing is summed up in those words, "give us light."

Better printing has been a steady, unending growth. No invention that would make printing better has been allowed to remain idle. No type face that increased legibility has failed to become popular.

And better paper has played its part. Better paper and better printing have made the work of science more illuminating, the school book more instructive, the advertisement more convincing.

All this business of advertising is built on the desire of people to know more about things, and the ability of printed words and pictures to tell them more.

If you start to think of advertising from any other basis than this, you are sure to get a wrong conception of it. And you are equally sure to buy poorer printing and produce poorer advertising.

S. D. WARREN COMPANY, BOSTON, MASS.

# REN'S

## PRINTING PAPERS



## *The Business Letterhead comes into its own*

**N**OT many years ago, there were few printers who turned out fine letterheads. It was because business men had not as yet come to realize the true value of good business stationery. A contrary situation exists now, when there are many printers who have not awakened to their customers' desire to own fine letterheads.

A fair share of the credit for educating American business men to the use of fine business stationery should be given the makers of Old Hampshire Bond. All the good letterheads one sees are not of Old Hampshire Bond, but a good printer cannot use Old Hampshire without making an effort to have his printing equal the quality of the paper.

Many printers suggest Old

Hampshire because of the printing buyer's knowledge of Old Hampshire's merits. It would be unusual to find a buyer of printing who is not familiar with the better quality the name, Old Hampshire, has signified for more than fifty years.

Old Hampshire Bond has been added only lately to The Lindenmeyr Lines. It fulfills the demand for a high-grade bond paper, just as Warren's Standard Printing Papers, Buckeye Covers, Belgrade Covers and Strathmore Expressive Papers answer the needs for better book and cover papers in their respective fields.

We will gladly forward to you, on request, a very interesting little booklet entitled "The Influence of The Letterhead."

*Telephone:*

*Spring*

**9600**

ESTABLISHED 1859

**HENRY  
LINDENMEYR  
& SONS**

32-34-36  
BLEECKER  
STREET  
NEW YORK CITY  
N. Y.

**THE  
LINDENMEYR  
LINE**

16-18 Beekman St.,  
New York, N. Y.

54-56 Clinton St.,  
Newark, N. J.

58-60 Allyn St.,  
Hartford, Conn.

# How Gossard Is Making Better Retail Saleswomen

The School for Corsetieres Is a Development of Eighteen Years' Growth

THE new Gossard Corset selling campaign puts the retailer in the position, with some modifications, of a pupil in a preparatory college.

An order stands for his tuition fee, and with the first order there goes a programme of instruction devised to cover all the essentials necessary to reselling the goods to customers who will be satisfied and come back for more.

The basis of the selling campaign of this organization is a school where the finished corsetiere is graduated and presented with a diploma, entitling her, as the sheepskin entitles the lawyer or the doctor, to ply her trade of fitting and selling corsets and their mysterious adjuncts. But unlike the professional man, the graduates of the Gossard school are taught how first to get the patron.

How to get the corset buyer and how to please her is the Alpha and Omega of the graduate corsetiere's education. But it is enough, for between those two poles there is required wide knowledge and experience. She must be attracted, fitted, sold and satisfied.

In the case of the buyer of corsets where price, style and physical formation have to be considered, getting a customer and pleasing her is an accomplishment not to be classed with the art of selling bread to a hungry man.

The Gossard corsetiere school reaches far back into the history of the company. It was begun in a tentative way when H. W. Gossard introduced the front lace corset in 1902 with the idea of overcoming the condemnation of physicians against "stays" in general and against their use in anatomical and physiological cases. Mr. Gossard, with the advice of several doctors, at that time produced a corset that did much to overcome growing and, for the most part, indiscriminate criticism

against corsetry as a menace to woman's health. His idea was that fashion need not be a menace to health; that only its misapplication through ignorance and errors in design was injurious. He sought to make hygienic considerations fundamental and then to teach the buyers that this condition had been fulfilled.

## A COMPLETE SELLING EDUCATION

The modern development of the school, however, embraces the whole range of selling. The principal school in Chicago is open ten months in the year and is conducted by sales managers in the district. Branch schools are opened for a four- to six-week period in other cities—Jacksonville, Dallas, Minneapolis, and others in the North and West. They are conducted by the district sales managers also, and their pupils are found among the employees of the retailers in the specified district.

A retailer is induced to send his most capable saleswoman for a free course in window advertising, fitting and selling the Gossard corset. The saleswoman's education begins with a course in window dressing for the display of this particular garment. The course includes, as well as the disposition of goods in the window, the most approved methods of tying the display up with cards and other advertising matter furnished by the manufacturer and with advertising electrotypes furnished the dealer for his use in the local paper. Selling value is stressed above art in these courses; that is to say, the window must show why a particular build of woman, for instance, should buy the particular style of corset displayed.

The "reason why" window is in this way made a special feature of the saleswoman's education.

In the fittings class, the pupil, under the direction of a nurse or

physician or both, is taught the why and how of medical fittings. This kind of work done by a capable woman is not only a source of income to the dealer in the general course of business but it advertises a department that gains recognition among local physicians and surgeons whose words of recommendation carry much weight with customers.

When a pupil has received a diploma and returns to her home store and employer there is sent with her a booklet "Medical Fittings" in sufficient quantity to circularize all the doctors and nurses in the immediate selling territory together with letters of recommendation from noted surgeons favoring the Gossard fittings.

The contents of this booklet also forms the basis of advertising that is run in many of the leading medical journals and magazines, and the local dealers' use of it in circularizing the local doctors and nurses with it forms an inexpensive way of tying the store with this national advertising.

When the pupil has finished her course and taken out her diploma that document is not relegated to some office desk or bedroom wall. It is rightly regarded as an asset of the retailer and, as such, good advertising use is made of it.

The diploma is made the centre of the first window display the new graduate supervises after she again takes up her sales duties in the store. With the stamp of authority the diploma holder is advertised to the women of the town and her meaning in their midst is set forth on a large type card somewhat like this: (Let us say a Miss Deninger of Helena is the graduate in question.)

First: It means that the women of Helena may receive at this store the authoritative advice of a highly-trained corset expert.

Second: Our graduate corsetiere Miss Deninger, is not only specifically trained in all branches of corset fitting, but has made a careful study of the prevailing fashions in all branches of woman's apparel.

Third: A special course in med-

ical fitting enables her to give competent attention to any special corseting which a physician may prescribe. She will serve you at this store, at the doctor's office, or at your home.

Fourth: This diploma assures the women of Helena that they will find at this store that complete understanding of modern hygienic corsetry that guarantees them the ideal proportions of their figure types with priceless comfort and safeguarded health.

The Gossard company maintains two retail stores in Chicago primarily for the purpose of experimental stations in aiding it to understand the problems of distributors. Here are analyzed the buying tendencies of the public, sales policies are tried out and many details of store management also receive attention.

In a recent experiment in these two stores the same window display was shown in both with the difference that in one case price cards were omitted. They were left intact for a certain number of days and selling results in both noted.

It was found that the window without the price cards dropped far behind the other. Price cards were then put in and they brought instant and traceable response. From which it is deduced that price cards justify themselves and when attractively shown detract nothing from the looks of the display.

### Directory Publishers to Hold Organization Meeting

A meeting of the organization committee appointed at a conference of directory publishers held in New York on February 4, as reported in *PRINTERS' INK* of February 10, will be held at the New York Advertising Club on March 8. Definite steps toward the organization of an association will be taken at this meeting.

### Made Chicago Manager of Rusling Wood

G. H. Janssen has been appointed Western representative in charge of the Chicago office of Rusling Wood. New York, lithographer. Mr. Janssen has been with this organization for several years.

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Mar. 3, 1921

PRINTERS' INK

63



## ALL WRONG!

The advertising manager of a billion-dollar corporation thought Vogue was a dressmakers' magazine. . . .

**Vogue is a fashionable woman's magazine**

The president of a women's wear account said he placed his advertising in Vanity Fair because it ran such distinctive Paris Fashions. . . .

**Vanity Fair doesn't run a line of women's fashions**

The space-buyer of a New York agency had the idea House & Garden was a little building magazine of 15,000 circulation. . . .

**House & Garden's last print order was 86,500**

Queer, how some people can go through life with their eyes shut. About their own businesses, too.

You may laugh at such absurd notions of the Nast Group of class publications. But—maybe even you don't know ALL that you'd like to know about their size, their clientele, their pulling power. If you'd like to know—ask us to send you fresh information about any one or all three.

## THE NAST GROUP

VOGUE

VANITY FAIR

HOUSE &amp; GARDEN

Group rate

\$2600 per page

Group circulation

Over 300,000

### California Agency Association Meeting

The first annual director's meeting of the California Advertising Service Association was recently held at Oakland.

Plans for the annual convention, to be held at Del Monte in April, were made at this meeting. It was reported that the majority of members of the association had adopted the standard order form approved by the American Association of Advertising Agencies.

The establishment of a credit information bureau for the purpose of furnishing publishers with the credit status of any member was decided upon.

A San Francisco chapter of this association is now being formed. A chapter at Oakland is already organized, and plans are under way to organize a chapter which will include Sacramento, Stockton, Modesto, San Jose and possibly Fresno.

### In Charge of Syracuse Washing Machine Advertising

Homer M. Eichelberger became advertising manager of the Syracuse Washing Machine Corporation, Syracuse, N. Y., on March 1. Mr. Eichelberger had been with the advertising department of the Franklin Automobile Company, Syracuse, N. Y., during the last three years.

### Miss Z. Dalley Succeeds R. W. Knox

The Hudson Motor Car Company, of New York, has appointed Miss Z. Dalley manager of advertising and sales promotion. Miss Dalley has been assistant to R. W. Knox, who recently resigned as advertising and sales promotion manager.

### Placing Philadelphia and New York Packard Copy

The advertising of The Packard Motor Car Company, of New York, and the Packard Motor Car Company, of Philadelphia, is now being placed through the New York office of Erwin, Wasey & Co., Chicago.

### Fort Wayne Company Has New Publicity Manager

L. E. Porter has been appointed publicity manager of S. F. Bowser & Company, Inc., Fort Wayne, Ind., makers of tanks, measuring pumps, etc. Mr. Porter succeeds C. H. Davies, who is now engaged in special sales work in Chicago.

### H. W. Dearing at Boston

H. W. Dearing, recently with McGraw-Hill Co., Inc., New York, has joined Walter B. Snow & Staff, Boston.

### British See Value of Co-operative Advertising

The co-operative advertising campaign plan was for a long time looked upon with some misgivings by the Britisher, Frank A. Arnold, head of the foreign advertising department of Frank Seaman, Inc., told members of the New York Advertising Club last week. He asserted that a rapid change has come, and the British industries are not only using this plan of advertising for their products in Great Britain, but are planning to use it to further the sale of British goods in the United States.

"Unless my information is very misleading, several important British co-operative advertising campaigns will soon be witnessed in this country," he declared.

### R. S. Gildart at Cleveland

R. S. Gildart, formerly advertising manager of Kelvinator Corporation, Detroit, and of the P. B. Yates Machine Co., Beloit, Wis., has been appointed director of publicity for The American Malleable Castings Association with headquarters in Cleveland.

### Little Rock Has Oil and Mineral Journal

A weekly publication, devoted to oil and mineral interests, has been established at Little Rock, Ark., under the name of *The Arkansas Oil and Mineral News*. This new publication succeeds *The Arkansas Oil and Gas Journal*. Frank Henderson is the publisher.

### L. H. Barkdull Will Leave Martin V. Kelley

L. H. Barkdull has resigned as space buyer of The Martin V. Kelley Company, Toledo, effective March 10. Mr. Barkdull has been space buyer for this agency for the last six years. He has not announced his plans for the future.

### Duncan Rogers Joins Ipswich Mills

Duncan Rogers, formerly advertising manager of the Standard Kid Manufacturing Co., Boston, is now with the advertising department of the Ipswich Mills, makers of Ipswich Hosiery, Ipswich, Mass.

### Has Hotel Astor Account

The Hancock Payne Advertising Agency, Philadelphia, is placing the advertising of Hotel Astor, New York. The account is being handled through the agency's New York office.

J. E. Burke has resigned as business manager of *Marine Engineering* and *The Boiler Maker*, New York.

## Talk Straight to Mrs. Chicago—the Purchasing Agent

**“WOMAN and the Home”** is her exclusive weekly magazine, and it reaches her every Saturday as a supplement to the regular editions of the **Chicago Evening American**.

Full to the brim with timely and interesting features, **“Woman and the Home”** is the one direct, unobstructed avenue to the *full attention* of many thousands of Chicago home-makers.

Talk straight to the purchasing agent, remembering that she buys 75% of everything sold at retail.

**CHICAGO EVENING AMERICAN**

Member A. B. C.

January Circulation 386,941



# *The* **Blind**



**Audit Bureau of**  
202 South State Street · Chicago 347

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# and Sower

Your advertising appropriation should bear fruit a hundredfold. It stands to reason that the less you sow on the rocks and along the wayside the more returns you are sure to get.

Scientific space buying is the seed that falls on good ground of reputable publications.

Audit Bureau Circulation Reports, carefully studied, enable you to forecast where the good ground lies. Read pages two, three and four as well as page one, and you'll be surprised how far you can go in forming a correct estimate of merchandising possibilities throughout the United States and Canada.

"Net Paid Circulation" is what you go after first; but wouldn't you like to know how that circulation was obtained? The kind and character of people who read the publication; what is it worth to them?

You can dig out all that information in a very few minutes from A.B.C. reports and every time you get additional, authentic information about a newspaper or a periodical you prevent advertising dollars from being thrown on the rocks, or along the wayside.

**of Circulations**  
347 Fifth Avenue · New York



### Will Advertise Novelty in Newspapers and Periodicals

David White, of Milwaukee, American distributor of "White's Weather Prophet," has decided to start a national advertising campaign in behalf of that article, a device in toy form answering the general purposes of a barometer. Inasmuch as it is made in Europe the size of the campaign will not be determined definitely until transportation improves to an extent that will insure an unlimited supply. Newspapers will first be used and will be followed by periodicals. The account will be handled by the Burns-Hall Advertising Agency, of Milwaukee.

Romain W. Stone, formerly of Simmons & Simmons, Chicago, direct mail advertising firm, has joined the copy staff of the Burns-Hall agency.

### Canadian Oil Company Advertising

Norris-Patterson Limited, Toronto, are now handling the advertising account of the Canadian Oil Companies, Limited, Toronto, manufacturing En-Ar-Co Motor oils and White Rose gasoline. Advertising is being sent to a list of farm papers and trade publications. This agency does not handle the account of the British American Oil Company, as previously reported.

The Diamond State Fibre Co., of Canada, Limited, is using trade papers to advertise its vulcanized fibre products for electrical, railway and industrial purposes. The Norris-Patterson agency is handling the account.

### B. W. Kinne with "Dairymen's League News"

Birge W. Kinne has been appointed Eastern manager in charge of the New York office of the *Dairymen's League News*, Utica, N. Y., effective March 10.

Mr. Kinne was at one time with Wallace C. Richardson, Inc., at New York.

### Technical Paper Campaign Coming from Hirschberg

The Treadwell Engineering Co., of Easton, Pa., has placed the advertising of its rolling mill machinery in the hands of Charles Austin Hirschberg, Inc., New York. A campaign in technical publications will soon be started.

The annual meeting of the Penton Publishing Co., Cleveland, publisher of *Abrasive Industry*, *Power*, *Boating*, *The Foundry Marine Review*, *Daily Metal Trade*, and *The Iron Trade Review*, was held at Cleveland on February 25 and 26. Group meetings of editorial, advertising and circulation staff members were held. Addresses were made by John A. Penton, A. O. Backert, R. E. Power, and H. Cole Estep.

### Middle West Starts Move to Protect Woodland

At a meeting of forestry officials of Illinois, Wisconsin, Minnesota, Indiana, Ohio, Iowa and Missouri, held in Chicago last week, it was decided that immediate pressure should be brought to bear upon Congress in behalf of reforestation and forest protection. It was declared that this would have to be worked out soon if the great wood-using industries of the Middle West are to survive.

Col. W. B. Greeley, chief forester of the United States, in addressing the meeting, said:

"Timber for the future is simply a matter of putting idle land to work. Production from land is as important as production by human labor, and our millions of acres of idle forest land represent just as great a loss to the economic stability of this country as idle farms or idle factories.

"Reforestation will depend upon how effectively the use of idle land is handled. A number of our States have established forest agencies. To discard them in working out the practical question of how forest lands may reasonably be kept in continuous timber crops would seem questionable. Rather than sweep them aside, it would appear the wiser course to build right into a general plan which will accomplish the end sought.

"The United States has reached the turning point in its forest resources. Either we must quit using wood as our social and industrial development demands, or we must find a way to grow wood upon our millions of acres of idle land. The problem is a challenge to our common sense, to our capacity for co-operation, and to our ability to adapt old conceptions of private and public interest to present-day needs of national efficiency."

### F. M. Cockrell, McGraw-Hill Promotion Manager

F. M. Cockrell has been made promotion manager of the McGraw-Hill Co., Inc., New York. He will devote particular attention to advertising agency relation, and in this connection is editor of the "McGraw-Hill Industrial Letter."

Mr. Cockrell has been with the McGraw-Hill Co., Inc., for the last five years as manager of Chicago service department, Cleveland manager of *Electrical World* and *Electrical Merchandising*, and as an advertising counselor in the New York office.

### Hammond Typewriter Appoints Peck Agency

The Hammond Typewriter Company and the Tezor Products Corporation, both of New York, and The Royal Easy Chair Company, Sturgis, Mich., have appointed the Peck Advertising Agency, Inc., to handle their advertising.

L. Rex Chait has been made merchandising counsel of this agency.



## Vast Area Pledged

Over three and one-fourth million acres of land in the United States are now pledged as Green Meadow Club Bird Sanctuaries—vast tracts dedicated to the great cause of the conservation of America's natural riches.

This is the outstanding achievement of the fourth and most successful year in the JOURNAL's famous Bird Sanctuary Campaign.

Patriotic and enthusiastic readers of the JOURNAL in every section of the country have succeeded in surpassing all previous records in the number of Sanctuaries established.

On December first, the total number of pledges of Bird Sanctuaries had reached, for 1920, nearly four thousand! Adding the number of pledges received in previous years, the grand total of Green Meadow Club Bird Sanctuaries now in existence under the auspices of THE PEOPLE'S HOME JOURNAL is 10,397, with an area of 3,254,728 acres.

The birds are universally recognized to-day by scientists and agriculturists as a sort of national aerial police force, protecting our food crops against man's most relentless living enemies—the insect hordes which destroy annually nearly two-thirds of the world's field and orchard products!

**The People's Home Journal**  
NEW YORK

*For 36 Years the Magazine for Every Member of the Family*

# Mass of Class and



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# SS and an editorial policy that has fostered its growth

LIFE'S editorial pages have never sought favor with an individual, a group of individuals, or a party.

They offer now, as they have for 38 years, a frank expression of opinion, fearless, sincere and unfaltering. This policy has been directed since the beginning by one man—Edward S. Martin.

Many fine things have been said of Mr. Martin.

Lloyd George has stated that, in his opinion, he is the greatest editorial writer using the English language. His views and his method of presenting them are respected and admired by many other such characters of national and international prominence.

The peculiar charm and effectiveness of Mr. Martin's style and the whole breadth of vision behind Life's editorials explain, in part, why Life has attracted an audience of over 200,000 well-to-do intelligent Americans.

*Life's Mass of Class constitutes  
the nation's richest market*

Gee. Bee. Are., Life's Adv. Mgr., N. Y.

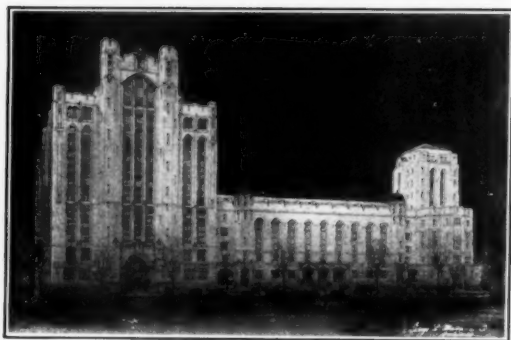
B. F. PROVANDIE, WESTERN MGR.

1537 MARQUETTE BLDG., CHICAGO

# Life

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*reaches prosperity en masse*



World's Largest Masonic Temple Now Being Erected at Detroit

## One-Thirtieth Contributed

As an index of Detroit's potential wealth, prosperity and go-get-ive-ness, this huge new \$4,000,000 Temple of Masonry is its own exponent, the money for its building being contributed by less than one-thirtieth of Detroit's population.

Given the same impetus, the same spirit, the same urge-to-do, a campaign to sell merchandise or a service could be put over just as effectively, by using the *proper vehicle* for the conveyance of the idea to Detroit's million people.

Through The Detroit Free Press you are instantly assured of confident and respectful attention to any sales message. You are assured as well of *action*, for the type of reader making up the bulk of those who get a Free Press with their coffee and toast is the man or the woman who has the means to translate desire into a purchase, and yet Free Press circulation is of such a cosmopolitan character that it touches practically every phase of living in the city, thus giving the advertiser that well-rounded audience so essential to the success of a campaign.

## The Detroit Free Press

"Advertised By Its Achievements"

Foreign Representatives  
VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

PORTLAND, ORE.

DETROIT

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# Making the Illustration a Mere Adjunct to the Text

Examples to Support the Claim That Pictures in Advertising Should Always Be Supplementary to the Written Message

By J. L. Conkey

THERE has always been a sharp controversy between the artist and the copy writer. Scientific gentlemen have worked it out as a problem in higher psychological mathematics:

"Which should come first in importance in advertising, the text or the illustration?"

Some advertisers bridge the difficulty and make a very happy compromise. They give each, in its turn, and according to its merit and importance, the share deserved.

Moreover, it is quite possible to use large, complex illustrations, and still hold them in the background, as it were, always secondary to the text.

This is accomplished by means of clever technique and expert composition work.

Suppose you have a photograph that is to be used as the embellishment, rather than an original drawing; there are several methods by which the full strength of the copy may be "taken back." One is to blow semi-transparent white, with an air brush, entirely over the surface of the photograph, until only the ghost of the picture remains. Yet all values are true, in their relations, one to another. Any degree of delicacy desired can be produced in this easy manner.

The engraver has several expedients of his own. The half-tone plate can be cut down in strength by tooling or mechanical rule, which forms a pattern over the surface of the metal, thus eliminating detail.

An artist who has specialized in these novelty effects said to the writer:

"I have reached the conclusion that perhaps, in advertising, the artist has been inclined to want the limelight 90 per cent of the

time, and that he is very often in the wrong. Too much design, too much elaboration, makes it rather difficult to concentrate on copy at all.

"Therefore I have been using my studio as a sort of laboratory, in experiments that will make it possible to produce illustrations that are not too aggressive, not too forward and selfish.

"One thing I know—the size of a picture does not necessarily control its relative importance. We have had campaigns in which the illustrations were no less than two-thirds of the total space, yet always the text came in for first attention. It is the technique, the handling, and more than likely the composition, that has the final say.

## WHERE SHOULD THE ILLUSTRATION BE?

"I do not care for illustrations placed at the bottom of an advertisement. People rush right on down to them without reading much of the message. They are in too much of a hurry. There is certainly a logical sequence to the make-up of advertising, and while there may be occasions when the rule can be broken, the old plan of illustration, caption, text, name-plate is best in the long run.

"When I have a series or even a single important page to make up, I have my type set soon after deciding upon the first rough draft for composition. This proof I paste upon cardboard, and then make sketches around it. I may make up four or six of these crude designs, just to feel my way and to be certain that I have actually hit upon the nearest to real efficiency. It makes it easier for me to come to a decision, also, in the matter of strength of wash

or pencil or pen drawings in their original form.

"If, after I have made up these sketches, the illustrative portion seems to overshadow the type, then I set about making some sort of revision. Of late I have come around to the point of believing that the picture should be secondary. Artistic merit has not suffered, so far as I can make out, nor has the amount of space been cut down. It's all in the technique and the arrangement.

"Pencil drawings are excellent, where subdued effects are desired, and when high light half-tones are made from them, the soft gradations of tint and tone are reproduced with marvelous accuracy.

"We had occasion to try this out not long ago. An advertiser voluntarily came to us with his problem. He was a manufacturer who had been using full pages, each week, in three publications. But results were poor and there was 'something about his advertising he didn't like,' although he could not himself describe what it was. He was never able to read the text all the way through without fog, he contended.

"After study of a book of proofs, we agreed that the illustrative feature was to blame. An artist had made large square pen and ink designs of factory interiors. They were bold, postery, filled with solid blacks. They 'knocked your eye out,' as the saying goes, in more ways than one. While you attempted to read down through the text, your inclination was to swing back to those globs of black ink. They were a constant source of eye and mind irritation. It was impossible to escape from them for a moment.

"In rearranging the series—for the material was very good of its kind—we placed the text, in much bolder type, a little to one side, in the centre of the space. The illustrations were redrawn, in pencil, in the sketchiest, delicate technique. High light half-tone plates were made from these. There were no solid blacks anywhere in any of the designs.

"I can assure you that the results secured were quite startling and the improvement radical. The client was made supremely happy, although he afterward admitted that he had always labored under the impression that 'lots of black' meant the best advertising design.

"Distemper illustrations, if kept down to three or four very delicate, subtle grays, are equally serviceable, in making the illustration secondary to the text. It is the heavy, massive, brutal black and white wash original that elbows everything else in the advertisement out of its way and grants no honest competition.

#### THE LESSON OF THE "MOVIES"

"It is easy to give an example of how accessory illustrations, no matter how beautiful, can prevent quick reading of the message and defeat the purpose of the advertisement. One of the more progressive motion-picture producing companies reached the decision that the type of titles run were dull and inartistic. Up to this period, plain type had been used against black backgrounds. When the next picture was issued and the titles written, an artist painted a series of forty illuminated titles. Text was woven in with appropriate footnote designs.

"But the audiences complained. The time was short for reading the titles in any event, and when that time had to be divided with pictures, a complication set in. The eye balked. Pictures were a distraction. The company soon returned to plain, simple, uninvolved type titles.

"The picture should fall in quietly with the spirit of the story told, unassertively. It is perhaps most successful when employed as a marginal impression. These are days when old-fashioned salesmanship is necessary to sell goods. There is a sharp reaction. The mail-order house campaigns are fairly good examples. And they sell goods.

"We are doing just as much picture work as ever in the past, but we are finding ways and means





# The Dealer's Shelf

- where your product is displayed in competition with others;
- where one package appears as attractive as another;
- where the final sale is made;
- where your product is either purchased or left to wait.

Yet you can control the dealer's shelf in Cleveland—stimulate the sale of your product—outstrip competition—put your goods on the dealer's shelf and move them off with sales, quickly, surely, economically by concentrating your advertising in **THE PLAIN DEALER**.

The best dealers and their customers throughout Northern Ohio comprise **THE PLAIN DEALER'S** powerful buying-power Circulation. **THE PLAIN DEALER** is dominant in this great market. No other newspaper is needed to influence the buying dollars of the most important financial and industrial center between New York and Chicago.

Proof and other interesting information will be sent without obligation by addressing Service Department,

## The Plain Dealer

Cleveland

Eastern Representative:  
**JOHN B. WOODWARD**  
Times Bldg., New York

Western Representative:  
**JOHN GLASS**  
Peoples Gas Bldg., Chicago

of giving the copy a better chance for expression. It is not a curtailment of art; it is merely a hand on the reins.

"Just as much can be shown, just as many figures used, just as much detail employed. But we are inclined to soft pedal the blacks where they are not absolutely necessary and to look twice at every composition."

In a way, it is like the old colored man who built a neat little cottage. Its architecture was pleasing and someone persuaded him to paint it white. At the very last minute, Sam yielded to instinct and put seven bright green shutters at the windows.

"What made you go and do that?" inquired an overseer on the plantation, "all a person can see of the house is those infernal green shutters."

"Well Suh," was the thoughtful response, "evybuddy along heah has a house, but I is de only one whuts got shutters like dem."

The 'green shutter' type of advertising illustration has its disadvantages.

### Efficiency Methods in Advertising

The paper dealing with a man's own business is like a welcome friend, admired for its achievement, respected for its leadership, deferred to for its wisdom and held many times in affectionate esteem, and when a salesman or anything representing a salesman can get this kind of approach to the mind of the buyer the battle is more than half won.

An appeal of this kind supplies within itself the essential elements of attention and interest. An advertisement in *PRINTERS' INK* does not have first to convince you that advertising is worth while. Many times, because of this fact, advertisements in specialized mediums can start right off from the interest point. The editorial and advertising sections mesh with each other. There is no conflict of interest.—Jesse H. Neal, executive secretary. The Associated Business Papers, Inc., addressing the Advertising Council of Chicago Association of Commerce.

### Burnett Company Increases Staff

Charles A. Williamson, formerly associated with A. R. Arkin & Company, Chicago, has now joined the sales and general service staff of the Marion S. Burnett Company, Chicago printers.

### Index Numbers and Average Price

"There are times when market statistics are extremely valuable and important, but there is much confusion in the use of terms, and in the application of statistics," said William Baum, industrial engineer of the Holeproof Hosiery Co., Milwaukee.

"An index number and an average price are two different things, and much misused lately by sales, advertising and factory managers. The index number takes into exact consideration two factors which are ignored in the average price. The latter is always the unit price of a quantity generally sold of, say, a dozen times, added together and divided by the number of items taken, or twelve in the case of a dozen items.

"An index number, on the other hand, must be worked out with the definite figures as to quantity sold and must, furthermore, be weighted to reduce all the various units into a uniform common denominator. It thus may include data originally expressed in tons, gallons, cases, tanks, bags, ounces and carloads. An index number takes into exact consideration such differences as price fluctuations of \$1 an ounce on one item and one-quarter cent a pound on another. Obviously, while an average price is extremely interesting and always valuable in showing the trend of a given set of market prices, it is by no means an index number. An average price would not even be applicable between light and heavy hosiery. It would be misleading if so used."

### Evansville Manufacturers Invite Retailers to Market

Thirty-three manufacturers of furniture and kindred lines, of Evansville, Ind., have begun an advertising campaign in furniture trade papers and by means of direct mail for a furniture market to be held in Evansville, April 4 to April 9. This will be the first furniture market held in Evansville. It is planned eventually to make it an all-Indiana market.

### Guard Directs Farm Publicity

Samuel R. Guard has been appointed publicity manager of the American Farm Bureau Federation. His headquarters will be in Chicago, where he will work under the general direction of J. R. Howard, the president of the federation. Mr. Guard formerly was associate editor of *Breeders' Gazette*.

### Cleveland Agency Has Foster-Cooper Account

The Foster-Cooper Company of Cleveland, manufacturer of typewriter ribbons and carbon papers, has placed its advertising account with the John S. King Company, Cleveland advertising agency. Newspapers and direct mail will be used in a campaign starting at once.

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# The Only National Marine Publication

edited especially for  
officials and executives  
in both  
shipbuilding and ship operating  
companies

## ***MARINE REVIEW***

*A Penton Publication*

London New York Cleveland

*The Standard of Editorial Excellence*

AUDIT BUREAU OF CIRCULATIONS MEMBER ASSOCIATED BUSINESS PAPERS, INC.

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Here is one of a series of advertisements for A Schilling & Company, San Francisco—Mr. Powers' employers of 25 years ago, our clients now.

Note the last four paragraphs.

Why do we do it?

It is the truth; also good tactics. Their liberal attitude is winning new admiration—from grocers, from competitors, from the public, from Schilling salesmen, from competitors' salesmen.

Sales are growing—coffee, of course, other Schilling products too.

We have said: "Good advertising should reflect the character and individuality of the institution."

Does Schilling's?

Does yours?

**John O Powers Co**

461 Fourth Avenue New York

Advertising



Wings of the morning!

We wish we could say that Schilling's is the only coffee worth your money. We say it about Schilling Tea, and it is true: Schilling Tea is actually cheaper per cup than any other tea you can buy; it is also much finer.

But there are other good coffees beside Schilling's—other coffees made from fine full flavored coffee beans, ground properly so that you get all the delightful fragrance and rich taste of fine coffee, and packed in vacuum-sealed tins which is the only way to keep the full flavor and strength for your breakfast cup.

All of these coffees are good. Two or three are really fine. But they differ somewhat in taste.

So the way to get the coffee you like best—and the only way—is to try these vacuum-sealed coffees, one after another, and choose the one you like best.

We make it easy to try Schilling's: your money back if you want it.

## Schilling Coffee



# The Biggest Business in the World

**H**OUSEKEEPING is the biggest business in the world, and every housewife is a General Manager.

Suppose you make or sell something for household use. This is a time for intensive selling methods. You can advertise *directly* to this great army of General Managers by using some form of direct-mail selling literature.

Folders, broadsides, booklets—they are all good. Let us take some of those ideas which have been knocking around in your brain and build something out of them. Or if you have no definite plans for this sort of advertising, let us supply them.

## Charles Francis Press

*Telephone Longacre 2320*

461 Eighth Avenue

New York City

# Is the Distributing Power of the Department Store Still Increasing?

This Man Says These Stores Anticipated Price Deflation Sooner Than Did Manufacturers

By William L. Day

[EDITORIAL NOTE—Mr. Day, in this article expresses a point of view that should be known to every manufacturer who is trying to sell to the department store. His article, as a whole, furnishes the manufacturer with a great deal to think about, although there are two or three points in it with which we are sure manufacturers will not agree.]

RECENTLY published statements of the Federal Reserve Banks in various districts prove that the department stores of the United States made a very satisfactory gain in business volume (in dollars) during 1920. This fact undoubtedly will come as a surprise to manufacturers who have labored under the impression that the "buyers' strike" on the part of the public produced a complete stagnation of business.

But the subject has still further surprises. Analyses from sources as dependable as the Federal Reserve Bank, although not so well known, show that not only did the department stores roll up an increase for 1920 as compared with 1919, but that each month of the year 1920 produced better business than the same month of the preceding year. Even in one Middle Western city, where manufacturing disturbances reached the probable maximum for the country, the department stores are ahead for the year, although the last three months of the period showed a decrease as compared with the same period of 1919.

A situation which indicates growing volume of business for the department stores at a time when most smaller merchants probably accepted a considerable decrease assuredly is significant.

Are these great stores becoming more powerful than in the past as contrasted with the specialty shop, the small dry goods store

and the general store? Is the modern tendency toward the concentration of huge volumes of business in the hands of a relatively small number of units operating even more swiftly in the field of dry goods and garment retailing than it has operated in manufacturing fields? And, since so many widely advertised and nationally known lines depend for distribution upon the small retailer rather than upon department stores, have national advertisers failed to see the trend toward increased patronage of the department store?

## THE DEMAND FOR LOWER PRICES

In the spring of 1920 the department stores were practically a unit in demanding that some concerted effort be made to lower the cost of living. They pointed out the unrest of their public; they said that volumes of business in sales units were shrinking, even though business as measured in dollars continued to climb; they voiced their own sound and sane view that a decrease in yardage of piece goods sold remained an actual decrease even though the lessened yardage (because of prices) produced greater revenue in dollars. And even before the spring season was well under way some of the leading stores of the country cut their prices drastically.

And all through this period manufacturers generally were predicting higher prices for fall. We were told that shoes would sell for \$25 a pair instead of \$15 or \$18. In the face of ample supplies of wool it was said that clothing would be higher. Plenty of predictions were made that cotton prices would not fall. Hardly

a silk man was willing to admit the possibility of a decrease of two-thirds in the price of silk.

The department stores which cut their prices on merchandise had absolutely no assurance that replacements could be made at still lower prices. Admitting that bankers' demands for the reduction of inventories may have played a large part in the determination to cut prices it is, nevertheless, true that the action of the department stores anticipated the manufacturer's appreciation of market conditions by at least sixty days. Since this is a fact it is interesting to note one of its logical causes, which is: The department store's willingness to be guided by public opinion as contrasted with the manufacturer's reliance upon current prices for raw material, labor, etc. The department store's contact with the public is so close and so constant that it becomes a veritable barometer of public opinion. The manufacturer is so far removed from the public that he naturally attaches less importance to what the public is thinking and doing. Last spring far too many national advertisers paid close attention to the statements of the smaller merchants that business would remain good. The department store's correct outline of conditions was discounted in favor of the contradictory reports from smaller merchants and jobbers, since these were held to be verified by labor costs and raw material prices. In the end the department store's reliance upon the frame of mind of the public was shown to be right.

Nor is it at all fair for manufacturers to say (as some have said) that the department stores of the country "ruined business." This is a small and a narrow view of conditions so fundamental that they were beyond the control of either manufacturers or merchants. The fact of the matter is that the necessity for liquidation existed and that one of the foremost (if not actually the foremost) prophets of the future was the department store. Is it not rea-

sonable to assume that in future the department store will respond with equal sensitiveness to changes in market conditions? Cannot manufacturers learn something of advantage from the past year's proof of the soundness of the department store's judgment?

If we admit the growing power of the department store in the marketing of many commodities, we admit also a certain amount of weakness in the way national advertisers have advertised; in the way they have sold their merchandise. The department store is a strict student of economics in the sense that it appreciates the fact that no amount of advertising will overcome a wrong price basis. It knows that its own existence depends upon furnishing the public with good merchandise priced as low as any other department store's prices. Its advertising is utilized to carry this message to the public, not to attempt to create an artificial valuation for overpriced merchandise.

#### THE CASE OF THE NATIONAL ADVERTISERS

There are, of course, hundreds of national advertisers who have been eminently successful in securing the co-operation of department stores. There are other hundreds (and the number is far larger) who have never succeeded to any considerable extent in establishing their lines in the department store field. Some of these latter manufacturers are national advertisers on a very considerable scale. As a rule they succeed because of their faithful following of small retailers served through jobbers. And if it be true that most of the failures and the weakness of retailing in 1921 are to come from retailers of this class, then it is also true that manufacturers dealing with these retailers must either establish themselves with the department store or be content with a distribution system which is demonstrably weak and which also shows a second-rate capacity for growth.

Any department store buyer will provide the following evi-





## Washington (D. C.) Is Always Prosperous

Presidents come and Presidents go—but Uncle Sam's business keeps right on at top speed here at the seat of government.

If you want to reach this great community's population—you will do it with **The Star ALONE**. You literally nationalize your product when you Washingtonize it.

Let The Star's Statistical Department give you facts and figures that will help in planning your campaign here.

## The Evening Star.

WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

Chicago Office  
J. E. Lutz  
First Nat. Bank Building

dence, which amply points out what is wrong with some nationally advertised lines: "*The goods are not worth the price.*" Let us take an example. By far the larger part of all the advertising of men's and women's hosiery in the United States has been applied to what is called in the trade "seamless" hosiery. The better department stores of the country sell such hosiery only in lower price sales, or, as regular merchandise, in their basement departments. Why? Because the department store buyer, who is not deceived in judging values, believes that seamless hosiery is inferior in looks, wearing power and all-round satisfaction to the hosiery called "full-fashioned."

The latter hose costs more, to be sure. But the department store's belief is that it is worth its higher cost to the consumer—that it is real economy to buy such hosiery. The result has been that most of the more reputable department stores have adopted an attitude of indifference toward seamless hose. They may sell such hose; they prefer to sell full-fashioned hosiery and they put the weight of their recommendation as merchants back of the finer merchandise. Against this attitude of the department store the thousands spent in national advertising of seamless hosiery have availed nothing.

#### MERIT BEHIND THE GOODS

This is not a far-fetched example. Scores of other advertised lines which department stores do not care for and often do not sell are open to the same reproach. National advertising as a basic force is not at fault; but the utilization of national advertising by manufacturers who, lacking first-grade merit in their merchandise, have attempted to overcome this lack of merit with advertising, is the fault. Against such attempts the department stores of the country have stood like rocks. Theirs is no mere ethical stand. It is based upon clear appreciation of the relative merits of merchandise, and upon a belief that their salvation lies in an attitude that does not attribute to advertising

powers which it does not and cannot have.

The manufacturer who, appreciating the present strong position of the department store, sets out to better his distribution by aligning this field with his goods, must first make sure that his merchandise is equal to that of any other manufacturer (advertiser or non-advertiser) who competes with him.

How many manufacturers "shop" their competitors as studiously as department stores shop other stores? How many sales managers in lines where price changes are frequent and customary are at all times able to quote their competitors' prices as accurately as any department store can quote a competing store? Is it not far more usual for the national advertiser to rely upon a so-called "standardized" price backed by national advertising? Has he a right to complain when the department store (which *does* know what it *must* sell merchandise for) refuses to adopt his overpriced line as "standard"?

Certainly it is not true that a large national business in textile or garment lines cannot meet the prices of small local competitors. Quantity-produced motor cars are the lowest priced of all. Our greatest steel corporation has steadily undersold its competitors on such staple commodities as wire nails, which are made easily by many producers. There is ground for the belief that many textile and garment manufacturers could do as well if they would adopt methods which faced basic economic conditions as fairly and as frankly. The main condition which they *must* face is the fact that practically 50 per cent of the textile and garment business of the country is in the hands of leading department stores in about one hundred cities. Is it efficient in the face of such a condition to distribute only through small dealers?

It is known that the department stores of the country secured more business (in dollars) during 1920 than they secured during 1919. It is not as yet known definitely whether the total sales of small

# First in All America

The Buffalo News states that in 1920 it carried more national advertising than any other 6-day paper in the United States.

\* \* \* \*

The Globe's national advertising lineage in 1920 exceeded that of the Buffalo News by over a million agate lines. It exceeded that of the next highest Canadian daily by over 13 per cent.

\* \* \* \*

*First in all America is  
The Globe's record for  
national advertising in  
1920.*

A censorship which turns down many thousand lines of medical and financial advertising which other Toronto papers accept, ensures good company to the higher class of advertiser and brings much exclusive business to The Globe.

\* \* \* \*

A policy which gives a uniform square deal to all advertisers has bred confidence in The Globe's advertising practice.

\* \* \* \*

A good newspaper every day for three generations, without any premiums or contests, has brought The Globe a circulation more than twice that of any other Canadian morning paper which has not used premiums to secure its readers.

A great newspaper—a rich field—an honestly-gained circulation—and a decent, fair advertising policy—combine to make The Globe “the Predominating Medium in Canada’s Richest Market-place” and

*First in All America*

## The Globe.

TORONTO

*Member A.B.C.*

WILLIAM FINDLAY, Business Manager.

Verree & Conklin—New York, Chicago, Detroit, Portland, Ore.

## Keeping Canada "Sold"

*Note: This is a specific message addressed to United States firms with Canadian branches who are not supporting these latter with national advertising.*

**O**VER 600 U. S. firms have branch plants in Canada.

These U. S. firms are all wrestling—more or less successfully—with the problem of distributing their goods in this vast territory. Competent selling agents and well-organized sales departments help mightily, so does advertising.

But the day of profit in hit-or-miss advertising has gone. It is a truism that without the well planned *National Campaign* there is a little chance of lasting success.

That this truism is well understood by the great majority of U. S. advertisers can be verified in any edition of the "national media"—

### The Daily Newspapers of Canada

For in every issue of these newspapers you will find "national copy" prepared by Canadian advertising agencies for their U. S. clients.

Year after year U. S. goods and services of every variety are kept before the Canadian public through national advertising campaigns in the daily newspapers—so that today there are scores of prominent U. S. products sold in Canada.

These campaigns are properly looked upon by their backers as *insurance on business already established*. They are planned and put through for the primary purpose of *Keeping Canada "Sold."*

The Daily Newspapers listed below cover sixteen cities and their outlying districts and reach a combined population of over 2,000,000 people.

Write direct to these newspapers or ask your Agency for data concerning them.

## The Daily Newspapers of Canada

Place	Popu- lation	Paper	Place	Popu- lation	Paper
Charlottetown, P. E. I.	12,000	M.&E. Guardian & Examiner	St. Thomas, Ont.	20,000	E. Times-Journal
St. John, N. B.	64,305	M.&E. Telegraph & Times	Toronto, Ont.	512,812	M. Mail & Empire
Montreal, Que.	861,216	M. Gazette E. La Patrie E. La Presse E. Le Soleil E. Telegraph	Winnipeg, Man.	192,571	M.&E. Free Press E. Tribune
Quebec, Que.	116,850	E. Record E. British Whig	Regina, Sask.	40,000	M. Leader E. Post
Sherbrooke, Que.	23,493	M.&E. Advertiser	Calgary, Alta.	75,000	E. Herald
Kingston, Ont.	23,700	M.&E. Free Press	Edmonton, Alta.	60,000	E. Journal
London, Ont.	59,282	E. Standard	Vancouver, B. C.	135,000	M. Sun (Daily & Sunday) E. World
St. Catharines, Ont.	19,860		Victoria, B. C.	53,000	M. Colonist

Spend 10% of your U. S. advertising appropriation in Canada and plan to commence at once.

retailers showed a similar increase. But in view of the stagnation which has existed, it seems hardly likely that the small retailer held his pace. If this is true he is going into 1921 loaded with old stocks of merchandise upon which he has not yet begun to take losses. The national advertiser who relies upon such a merchant for distribution faces the likelihood of slow business unless he can summon the department stores to his support. In addition to the competition of the department stores (which have reduced their stocks) the small merchant faces the equal menace of the mail-order house (which also has reduced its stocks). Both these skilful and active merchants will have new merchandise purchased at the new and lower market prices. Both will utilize advertising for its entirely legitimate purpose of making selling costs lower by securing a tonnage market.

Isn't it about time that many textile and garment manufacturers who, as national advertisers, have relied upon the small merchant, woke up and tackled the real tonnage market—the department store?

### To Discuss Advertising in Association Bulletin

**A**N article in *PRINTERS' INK*, by John Allen Murphy, of the staff of that publication, on "Why Trade Associations Should Stay Out of the Publishing Business," has aroused a great deal of interest among the officers of different associations, especially those that issue periodicals, programmes or bulletins containing trade advertising, the particular objects of Mr. Murphy's adverse criticism. Among the officers who have read Mr. Murphy's article with special interest is George F. Hellick, president of the National Retail Tea & Coffee Merchants' Association, who has addressed a letter to the members, from which we quote the following:

"Each year in my personal solic-

itation for advertisements (for "Advance Idea") I have met men who have told me they are not in favor of this class of advertising. I have met with many of the circumstances that are described by Mr. Murphy, and more than one concern has told me if it was a case of advertising in our programme to get the business they preferred to lose the business.

"There is no doubt that we as merchants can always get manufacturers to take advertisements in the bulletin. But there is also no doubt that we will be held in the same light as the person who calls on you and solicits your aid in the printing of some programme for a church or other local organization. They are seeking outside aid from which you as individuals know you get no benefit because you already have the people they reach as customers and advertise only because you are afraid you may lose their business. I further know that some of our staunchest members absolutely refuse to contribute to this form of advertising, yet we as an association expect and accept the very same thing.

"Knowing that all of you men built up your business by your own efforts and hard work, and that you justly feel proud of the success you have attained, I believe that we as dependable tea and coffee men will in the future not tolerate any assistance from outside sources, but will find a way whereby we can come together at our annual convention and meet just as many exhibitors and manufacturer friends as heretofore and in such a manner that neither one of us will be under any obligation to the other, but will be free to meet on no man's land without fear or favor.

"I trust the discussion of this question will mean something to you and that you will give it your thoughtful consideration. I earnestly request every member to state his views and the enclosed envelope is for your reply, which I hope to receive at an early date."—*The Spice Mill*.

# What do you Expect *from* Your Printer?



## *Cooperation in Planning*

THE buyer of printed matter that cannot benefit thru the cooperation of a trustworthy printer is the exception rather than the rule.

With this in mind, Goldmann Service often starts before a dummy has been made or a line of copy written.

Whether or not you do business with us, we invite consultation when you are planning your printed literature.

**ISAAC GOLDMANN COMPANY**

**EIGHTY LAFAYETTE STREET NEW YORK CITY**

*Printers Since Eighteen Seventy Six*

TELEPHONE FRANKLIN 4320



# Gardner Advertising

## *Painting the Lily*

FOR over fifty years the Keen Kutter name and brand have stood for a line of cutlery and tools which are universally regarded as being of the very highest quality.

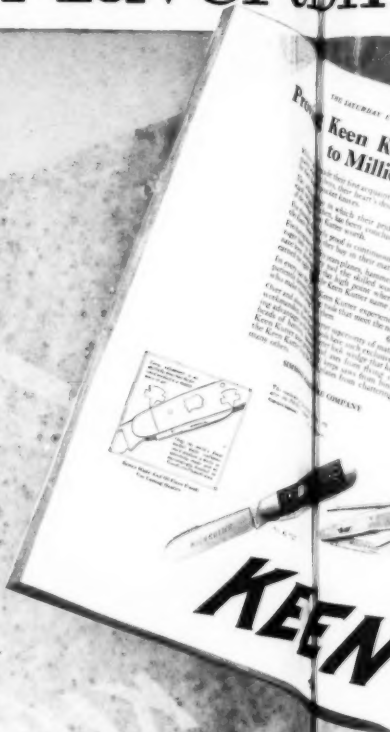
The Keen Kutter brand dates back to 1869. Years later, when Mr. E. C. Simmons evolved that remarkable slogan, "The recollection of quality remains long after the price is forgotten," the Keen Kutter brand became inseparably associated with the highest ideals in tool and cutlery manufacture. For a score of years no other tools and cutlery have been as widely advertised.

In taking up the work of advertising Keen Kutter, we faced the problem of making better known a name that was already a household word.

Whether or not we have succeeded in "painting the lily" we will leave to that host of advertising critics to decide.

Preparing good copy is only one of the services we have rendered to the Simmons Hardware Company. To make the advertising work through more than half a thousand salesmen and over twenty thousand dealers requires constructive planning and close co-operation of a trained and experienced organization.

**GARDNER ADVERTISING COMPANY**



Advertising Agents

Appleton Farm Agents  
 Certin-Seed Sales Paints  
 Fowles Glens  
 Frisco Railroad  
 H & K Coffee  
 Iron-Clad Holes







## Making It Easy for the Retailer

The busy retailer is justified in following lines of least resistance. He welcomes eagerly any help which the manufacturer can give him.

### The Brooks Display Container (Patent)

brings its contents neatly packed and ready for display. Its construction is so obvious that it is set up at once, without study or experiment. Everything is cleared for action.

Our organization is expert, moreover, in the production of lithographed folding boxes, labels and window cards.

### BROOKS BANK NOTE CO.

MANUFACTURERS

### Lithographed Folding Boxes

Labels

Window Cards

Office Stationery

Springfield, Mass.

New York Philadelphia  
100 Hudson St. 425 Sansom St.

Boston  
114 State St.



## Why Truth in Advertising Should Interest Bankers

**Better Citizenship Follows Publicity That Interests People in Sound Investments, Says Donnelley—How Cleveland Better Business Bureau Protects Citizens**

**REUBEN H. DONNELLEY**, in an address before the financial advertising department of the Chicago Association of Commerce's advertising council, declared that the work of the National Vigilance Committee was of the highest importance to bankers and financial men in general.

"This work came into being," Mr. Donnelley said, "because the Associated Advertising Clubs of the World found it necessary to clean house in advertising. It was determined that the thing in the way of making advertising pull as it should and could was the weakness forced upon it through some people's simple inability to tell the truth."

Mr. Donnelley, after telling in some detail of the Bidwell and Pandolfo cases, where convictions were obtained for fraudulent advertising practices, said:

"These are the things that we have been able to do. The things that interest you as bankers and financial men I think are even of more importance than that. I think at the present time that this work is of more importance to you financial people than any other one class, not only from an altruistic standpoint, but from the cash drawer standpoint, because, to-day, almost the biggest work that we are doing through the vigilance work, the National Vigilance Committee and the local bureaus, is the stopping of the foisting on the public of fraudulent securities.

"What follows the fraudulent security? Money that is in your banks that should stay there to build up the economic resources of this country is gone. Money that should be taken out of banks and

put into good enterprises is dissipated, and after you have advertised thrift and got people to save their money one of these bunk artists comes along and gets them to take it out of the bank and they not only lose their principal but they lost their interest, and then what becomes of them? If he is a salaried man he goes into the Bolshevik class. On the contrary, if he has conserved and has interested his money through the assistance of some of you in some good securities he becomes a better citizen.

"That is the thing that we are doing almost more than any other work: stopping the wasting of savings and good money in these channels.

### PROTECTION IN CLEVELAND

"In Cleveland the Better Business Bureau is possibly a little farther along than in any other community. We have started there a movement which we hope will soon be started all over the country of 'Investigate before you invest.'

"We have gone out into all the industries in Cleveland and we have put up big placards, 'Investigate before you invest.' We say to them that if anybody approaches you to buy such and such securities, see Tom Jones. We don't send him to a member of the firm, somebody in the front office, but we send him to one of the foremen, somebody we have coached, somebody we know is 100 per cent all right.

"These men come to Tom Jones and they say that so and so came in and asked us to invest in such and such securities. Tom Jones says, 'All right. Let me have all this stuff—this paraphernalia, these circulars—and I will see about it.' He sends them down to the Better Business Bureau, and if we know on the face of it it is a fraud we simply go back and say, 'Nothing doing. It is wrong. Leave it alone. If it appears to be, to our best judgment, a well-known security, a security of a well-known company, we say, 'As far as we know, this is all right.'

If it is a doubtful one that we know nothing about we send back word, 'We don't know anything about this company. We can't tell you anything about it, but it does not look altogether right. It may be, but we don't know. We can't find out anything about it. Why take a chance on such a thing as that instead of putting your money into something recommended by a good legitimate broker or your banker? Have him advise you as to where to put your money.'

"Then we have an officer in each one of the banks in Cleveland that takes care of those little investors, and he makes capitalists out of them, makes better citizens out of them, and keeps the money that you men have in your banks and that you men want to see directed in the right direction.

"We are doing that all over the country wherever we can. I could give you hundreds of cases of a like nature, but it is of the greatest interest to you people not only that you have truthful, honest advertising but that the resources in this country, especially at the present time, are conserved."

### German Plans to Extend Foreign Trade

**T**HOUSANDS of German salesmen are reported to be at work not only in the former neutral countries, but in all the European and Asiatic countries with which they were at war, offering low prices and long credits and promising quicker deliveries than their competitors. Buyers from many of the larger nations are now in Germany placing substantial orders for motor trucks, dyestuffs, toys, iron and steel products, pianos, glassware, knit goods, sewing machines, electrical goods, and hundreds of other items.

The recent holidays have given a striking demonstration of the effectiveness of German plans to extend foreign trade. Some months prior to the end of the year warehouses in all the large

cities in England were filled with German toys of all kinds. Representatives of German firms, including many Norwegians, Swiss, Danes and Swedes, canvassed the trade thoroughly, offering their wares at an average increase in price over pre-war days of about 100 per cent, and promising quick deliveries. With the exception of dolls, which were priced at about 50 per cent cheaper than the English make, the general run of these German toys were priced at about the same price as the British toys of similar character. One German firm sold thirty different kinds of dolls in England, three of them at prices considerably below the English dolls. It is estimated that the sales of German toys in England in 1920 amounted to over \$9,000,000 compared with \$1,850,000 in 1919.

Other German articles which are arriving in England in large volume are clocks, chiefly of the metal alarm and china varieties, and fancy goods consisting principally of metal and glass ornaments. German nets, silk embroidered, are being offered for sale in Nottingham at a lower price than cost of manufacture in that centre of the British lace industry.

Recent cargoes from Hamburg contained aluminum casseroles, dishes, saucepans, frying pans, kettles, glassware, paper, cotton gloves, sewing machines, thermometers, machinery, weighing appliances, furniture, toys, silk hosiery, motor cars, chlorides, asphalt, mouldings, brassware, and meat-carving machines. Some of these goods are evidently from German pre-war stocks that could not be disposed of during hostilities.—P. Harvey Middleton, assistant manager, International Trade Department, Guaranty Trust Company of New York.

### T. F. Blackburn in New Connection

T. F. Blackburn, formerly of the copy department of the J. Walter Thompson Company, Chicago, has joined the copy staff of the Snitzler-Warner Company of that city.



# FIRST—

## In Every Line

Figures published by "Marketing" show that in 1921 MACLEAN'S MAGAZINE carried a greater volume of paid advertising than appeared in any other two Canadian Magazines put together. This leadership applies to every classification of advertising—from motor cars to chewing gum, from bookkeeping machines to shaving soap, and from washing-machines and electric sweepers to perfumes and beauty creams.

Whether their product is intended for this country's hard-headed business men, its ambitious young people, or its home-making mothers, advertisers who make a thorough investigation of Canadian conditions and Canadian mediums invariably decide upon

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

as the first publication to use and the broad base upon which to build a successful campaign. Some concentrate their entire Canadian advertising effort in this one medium.

*Write for A.B.C. data,  
rates and sample copies.*

**THE MACLEAN PUBLISHING COMPANY, Limited**  
183 UNIVERSITY AVENUE, TORONTO, ONTARIO

# Fuller &



Besides  
Westinghouse  
the client  
Fuller & Smith  
are:

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# Fraser & Smith

## ADVERTISING CLEVELAND

Besides  
estimating  
the client's  
order & cost  
are:

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|--|--|
| The American Multigraph Sales Co.,<br><i>The "Multigraph."</i>   | Ivanhoe-Regent Works of General<br>Electric Co.,<br><i>"Ivanhoe" Metal Reflectors and<br/>Illuminating Glassware.</i>                                  |
| The Austin Company,<br><i>Standard and Special Factory-<br/>Buildings.</i>                                 | National Lamp Works of General<br>Electric Company,<br><i>National Mazda Lamps.</i>  |
| The Beaver Board Companies,<br><i>Beaver Board, Vulcamite Roofing,<br/>Beavertone, Beaver Black Board.</i> | R. D. Nuttall Company,<br><i>Tractor Gears.</i>  |
| The Beaver Manufacturing Company,<br><i>Beaver Kerosene Tractor Engines.</i>                               | The Outlook Company,<br><i>Automobile Accessories.</i>   |
| Burroughs Adding Machine Company,<br><i>Adding, Bookkeeping and<br/>Calculating Machines.</i>              | Pittsburgh Gage and Supply Co.,<br><i>"Gainaday" Electric Washing<br/>Machines.</i>  |
| The Cleveland and Buffalo Transit Co.,<br><i>Lake Steamship Lines.</i>                                     | H. H. Robertson Company,<br><i>"Robertson Process" Metal, Gypsum<br/>and Asphalt.</i>  |
| The Cleveland Provision Company,<br><i>"Wiltshire" Meat Products.</i>                                      | Hotels Statler Company, Inc.,<br><i>Operating Hotels Statler, Buffalo,<br/>Cleveland, Detroit and St. Louis,<br/>and Hotel Pennsylvania, New York.</i> |
| The Craig Tractor Company,<br><i>Farm Tractors.</i>  | The Timken-Detroit Axle Company,<br><i>Axles for Motor Vehicles.</i>   |
| Dunlop Tire and Rubber Corporation<br>of America,<br><i>Tires and Golf Balls.</i>                          | University School,<br><i>College Preparatory School.</i>   |
| Field, Richards & Co.,<br><i>Investment Bankers.</i>   | The Westcott Motor Car Company,<br><i>Passenger Cars.</i>  |
| Free Sewing Machine Co.,<br><i>Sewing Machines.</i>  | Willard Storage Battery Company,<br><i>Storage Batteries.</i>  |
| Gainaday Electric Company,<br><i>Retail Stores for Electric Household<br/>Appliances.</i>                  |  |
| The Glidden Company,<br><i>Paints, Varnishes and "Jap-a-lac"<br/>Household Finishes.</i>                   |  |



**No. 3—A little history of continuity  
advertising and results obtained  
therefrom. Published by permission  
of the advertiser.**

**MILWAUKEE  
DUSTLESS BRUSH  
COMPANY**

Milwaukee, Wis., Jan. 7, 1921.

ASSOCIATION MEN,  
347 Madison Ave.,  
New York City.

Gentlemen:

No other paper has ever brought us so wide a range of inquiries from *interested* and highly responsible men.

A Self-Moistening Brush is a difficult thing to advertise. It sweeps *too* clean for our statements to seem true; it saves *too* much money for the reader to believe without a test. We can use only publications in which a striking truth will not be discounted.

The important item in buying space is what the reader thinks of the *integrity* of the paper's advertisers. On that item you stand at the head of the half-dozen best ones in the country.

MILWAUKEE DUSTLESS BRUSH CO.,  
S. G. CHASE.

**These results are due to a combination of  
circulation value and the unique service we  
render our advertisers. Put this service be-  
hind your goods. Ask us about it.**

**ASSOCIATION MEN**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago



## Farmers Form National Agency for Co- operative Marketing

Federation Soon Will Start Advertising Campaign to Sell Growers and Consumers on New Idea—Grain Growers to Be Members—Details Now Being Worked Out

THE co-operative marketing plan of the American Farm Bureau Federation, exclusively announced in *PRINTERS' INK* in its issue of August 12 last year, has now been perfected in skeleton form. J. R. Howard, president of the federation, told readers of *PRINTERS' INK* at the time that he had appointed a committee of seventeen to work out a method of marketing wheat in a co-operative way and that its work would be followed up by a comprehensive advertising campaign designed not only to sell the farmers on the idea but to bring about closer co-operation and better feeling between the city and rural communities. The committee has been working steadily since then and tentative publicity plans have been in the making.

Two weeks ago in Chicago the publicity directors of the various State farm bureau federations had a three-day conference at the national bureau's headquarters and agreed upon certain efforts that will be made to influence public sentiment favorably and to get the farmers lined up solidly behind the new deal.

Pending final approval by the higher officials of the bureau the advertising plans are not yet announced. But it can be said that there will be a considerable amount of general publicity in newspapers and farm papers, with the idea later of working into the general mediums. The advertising is going to be done on a very liberal basis, inasmuch as the federation officials realize that they have a real task on their hands.

Under the marketing plan proposed by the committee of seventeen, grain growers will be asked

to take membership in what will be known as the National Sales Agency. This organization then will contract with local elevators or grain growers' associations to handle grain on the basis either of a sales contract or a pooling contract.

Branch sales offices will be provided at important grain markets to handle the product for each district. Effort will be made in this connection to open boards of trade to farmers' co-operative agencies desiring to operate through seats on the exchanges.

Government licensed warehouses will be provided from which warehouse receipts will be issued and used as a basis of credit.

Farmers' co-operative elevator companies, composed of grower members and organized on a patronage basis, will be asked to contract with the National Sales Agency for the sale of the members' grain.

In other words, the organization will try to work things along to a point where the farmers of the country will market their grain through the National Sales Agency. This it is said will wipe out all middlemen's profits, give a better return to the farmer and at the same time make prices lower for the consumer.

The committee of seventeen now is studying out the details. When these are finished they will be submitted to lawyers for revision and approval.

Before the plan is put into definite effect Congress will be called upon to remove all doubt as to the legality of co-operative or pooled marketing. The federation officials expect little difficulty along this line.

### Wurts-Duncan Agency Formed

Harold C. Wurts, head of the Harold C. Wurts Co., Oakland, Cal., advertising agency, and William H. Duncan, formerly with Hoyts Service, Inc., New York, and the *New York Times*, have formed The Wurts-Duncan Company, advertising agency, with offices at Oakland and San Francisco, Cal., and Boston, Mass.

The Harold C. Wurts Company was formed in the first month of this year, as reported in *PRINTERS' INK* of February 3.

## Why Advertising Cannot Afford to Be Dull

CALKINS & HOLDEN, INC.

NEW YORK, February 21, 1921.

### Editor of PRINTERS' INK:

The directors of the Sherwin-Williams Company at a meeting held on Tuesday, February 8, declared the regular 10 per cent dividend on the \$25 par value common stock for the second quarter of the fiscal year payable on February 15. This will be the 145th consecutive quarterly dividend on the company's common stock. The company has never passed a dividend in its history and for the last twenty-three years has paid at least 10 per cent on its common stock.

Thinking that this was news, the Sherwin-Williams Company endeavored to get the Associated Press representative to distribute it over the country as intelligence of interest to business men everywhere at this particular time. This, the A. P. man explained, he could not do; such information was not news. But if, on the other hand, the Sherwin-Williams Company had passed its dividend, that would be news.

Analyze any newspaper and you will see that the A. P. man is right. News is nearly always misfortune. Robberies, murders, defalcations, failures, floods, wrecks and fires—these are the things that get the most space and the big headlines.

The incident is significant in connection with advertising. The naive admission of the A. P. representative makes it evident that news about a manufacturing business always means unfavorable news. If a business is successful and pays its regular dividend, that is not news, but if the same business has a bad quarter and is unable to pay its dividend, even at a time when the payment of dividends is problematic about a great many businesses, that is news. In other words, good news is no news.

Now good news is the only kind of advertising the manufacturer can use, the very thing the news editor rejects as not of sufficient interest to his readers to give it space.

The writer of advertising must make his story interesting enough to compete with the editor's selections, and is barred from using the editor's materials. The news has all the punch that comes from pessimism, and the advertising columns must supply the rosy outlook, the optimism.

This is a rather heavy handicap for advertising. It seems to indicate more effort to make advertising interesting, more leeway in handling the facts about a business. What we have to offer is good news. We must make good news interesting—more interesting than bad news. So, you see, advertising cannot afford to be dull.

EARNEST ELMO CALKINS.

William J. Healy, recently with the Joseph Richards Company, New York, is now in advertising work for the *Financial World*, New York.

## Questions About Coca-Cola's Good-Will

The second largest item on the assets side of the annual balance sheet of the Coca-Cola Company is \$4,250,681, representing the value of "property, plants, etc." The largest is \$24,960,223, representing "formulæ, trade-marks and good-will." This raises certain economic questions. Do the demand for and the supply of good-will fluctuate? Is good-will worth as much in poor times as in good? Do you inventory good-will at cost of production, cost of replacement, or market value? Is good-will good collateral for a bank loan? What would happen if large supplies of good-will were suddenly dumped on the market?

And how do you arrive at so close an estimate of good-will? Why didn't the Coca-Cola accountant merely put down \$25,000,000 for good-will? What does the \$23 on the end stand for? The liabilities of the company total up to \$40,206,339, and the assets come to \$40,206,339. The discerning reader will notice that these exactly equal each other. Maybe it was to make these figures equal that the accountants had to adopt an odd figure for the good-will item. It is so hard for the layman to understand expert accountancy.—*Financial Column of N. Y. Evening Mail.*

## That's Psychology

"There is nothing like the proper use of a harmless optical illusion in advertising," said the sales manager of a large cotton goods manufacturer.

"This is especially true in such lines as sheetings, which are so standardized that it is the little things that appeal to a man subconsciously that often make a sale. Now take the blue stamped designs and trade-marks on sample sheetings, for example. They are printed crosswise, and if we had a compact little design in the centre of the piece, such as a horse or a locomotive, it wouldn't look at all interesting. Instead of that, we have a fascinating picture of the Eiffel Tower, or the Woolworth Building, that stretches the whole width of the piece. Then the buyer comes in and says, 'How wide that piece looks for the price'; and if the sale hinges on small points he is pretty sure to take the Woolworth Building, instead of the locomotive. That's psychology."—*The Wall Street Journal.*

## L. Grant Hamilton Joins Akron Agency

L. Grant Hamilton, who has been with the Federal Motor Truck Company, Detroit, has joined the staff of The Akron Advertising Agency Co., Akron, O. Prior to the war, when he served with the army in France, Mr. Hamilton was with the Campbell-Ewald Agency and also served as advertising manager of the Regal Motor Car Company.

## When Do You Think Of Him?



*Usually when you need money—but have you paved the way for his “yes” by making him think of you?*

Your advertising reflects the progress of your business. If the Banker reads your sales message, you are making him think of you—and think of you favorably.

To quote the Cashier of one of New York's largest commercial banks:

“When the ——— Rubber Company comes to us for a loan or renewal, I visualize ——— tires and it aids me in my decision.”

Direct your sales message to the all important banker and do it through **THE MAGAZINE** that is read by the official who controls the purse strings.

# **THE MAGAZINE OF WALL STREET**

42 Broadway, New York

Member A. B. C.

Interesting circulation analysis sent on request.



**WHITE MOUNTAIN ENAMEL**

*Makes Type and Picture Talk*

Ordinary catalog papers not infrequently silence the appeal of type and illustration. **WHITE MOUNTAIN** makes them eloquent, and gives to good advertising its most effective expression. Not because it is low in price but because it is high in selling value, it is the ideal paper for catalog work.

*A Whitaker Standard, of course*

## THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

**DIVISIONAL HOUSES**—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, Indianapolis, New York, Pittsburgh.

**BRANCH HOUSES**—Birmingham, Columbus, Richmond.

**SALES OFFICES**—Akron, Buffalo, Charleston, W. Va., Chattanooga, Tenn., Cleveland, Colorado Springs, Hartford, Conn., Kalamazoo, Mich., Kansas City, Knoxville, Lansing, Mich., Lexington, Louisville, New Haven, Philadelphia, Portland, Me., Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn., Worcester, Mass.

## The Alleged Depravity of Popular Taste

Sixty million people in this country never see a book, and only about 4 per cent of our population ever get into a bookstore. The book buyers select from among the books they have heard about. Yet they hear of very few, because, for a popular commodity, books are remarkably under-advertised. This must be so. Mr. Gillette makes one safety razor and his entire advertising appropriation pushes its sales. Mr. Henry Holt publishes one hundred books and whatever advertising appropriation he can afford must be divided among them. Each may get a hundredth part of his budget. Mr. Gillette will make the same razor next year. Mr. Holt will make a hundred new books, with brand-new names demanding entirely different advertising.

Moreover, book-distributing methods are painfully inadequate. It is said that there are fewer retail bookstores in the United States to-day than there were fifty years ago. In a half-million homes where reading is desired, what do you find? The Bible, a "home doctor," a history of the world, sold on subscription by some itinerant vender, and then what? "Ben Hur," perhaps, and a worn volume of Scott or Dickens, and some school books. Please realize that when a new volume of Mr. So-and-So's salacious stuff is tossed from the presses next spring, it is seized upon by the merest fringe of our vast literate population. At the end of six months its sales are dead as a doornail; yet "David Copperfield" is still selling in twenty or thirty different editions, and "A Tale of Two Cities" in forty or more.—Burgess Johnson in *Harper's Monthly Magazine*.

## Boston Agency Has Eight New Accounts

The Waldorf Lunch System, a chain of over ninety restaurants throughout New England and New York State, has started a newspaper campaign through the Boston office of the Wood, Putnam & Wood Co. New England's principal cities are being covered.

This agency recently obtained the following accounts: Richardson, Hill Co., investment bankers; Hathaway Baking Co.; The E. B. Townsend Coal Co.; The Walker Stetson Co., "Berkshire Underwear," and children's "Tuffhose," all of Boston, and The Bernard L. McDonald Co., Lawrence, Mass., building materials; Worcester Elastic Stocking & Truss Co., Worcester, Mass., mail order house, athletic goods; and Brewer & Co., Worcester, manufacturing chemists.

## Advertise "Pep" Grinding Compound

LaPorte & Austin, New York, are now handling the advertising of the Worcester Abrasive Company, Worcester, Mass., and New York, manufacturer of "Pep" grinding compound.

## Dr. MacElwee to Address Boston Round Table

A conference on foreign trade topics will be held by the Boston Export Round Table on March 25. Dr. R. S. MacElwee, director of the Bureau of Foreign and Domestic Commerce, Washington, will speak on the topic, "How and Where to Secure Export Business." At three Round Table dinners preceding the general conference, Herbert E. Cushman, treasurer and general manager of the Morse Twist Drill Company, New Bedford, Mass., will speak on "The Golden Rule in Exporting," with W. P. F. Ayer, vice-president of the Walworth Manufacturing Company, presiding; Thomas W. Pelham, director of sales and general counsel of the Gillette Safety Razor Company, will speak on "Can Europe Buy American Made Goods in 1921?" W. Irving Bullard, vice-president of the Merchants National Bank, presiding, and Ernest B. Filsinger, Lawrence & Company, New York, will speak on "How to Export Your Salesmen," Robert M. Eames, sales manager The Bryant Electric Company, presiding.

## Exports and Imports Decreased in January

Exports and imports both decreased in January, according to the Department of Commerce.

Imports of merchandise amounted to \$209,000,000, compared with \$266,000,000 in December and \$474,000,000 in January, 1920. The January import total is the smallest for any month since February, 1918. Imports during the seven months' period ended with January, 1921, were valued at \$2,543,000,000, against \$2,768,000,000 in the same period of 1920.

Exports of merchandise in January, 1921, were \$655,000,000, against \$721,000,000 in December, 1920, and \$722,000,000 in January, 1920.

Exports in the seven months ended with January, 1921, came to \$4,638,000,000, compared with \$4,585,000,000 in the same period of 1920.

The excess of exports over imports in January, 1921, was \$448,000,000, against \$248,000,000 in January, 1920, and, with the exception of December, 1920, is the largest monthly excess of exports since June, 1919.

## Real Estate Men Would Advertise San Francisco

A plan for the advertising of San Francisco is being considered by the members of the San Francisco Real Estate Board. This organization has raised in its own membership an amount sufficient, it believes, to organize a movement which will lead to the undertaking of its advertising plan. The real estate board will guarantee for a period of three years, if necessary, all of the overhead expense of the movement. A fund of \$30,000 is now available for this purpose according to Frederick Whitton, a member of this board.

## Supreme Court Voids Part of Lever Act

The sections of the Lever Act which the Government relied upon as a basis for suits against alleged profiteers and for injunctions against strikers were declared unconstitutional by the Supreme Court of the United States, in a unanimous decision handed down February 28. It was the opinion of the court that those sections of the act violated the Fifth and Sixth Amendments to the Constitution, which provide that in all criminal prosecutions the accused shall have the right to be informed of the nature and extent of the accusation, and that the charge must be set forth specifically in the indictment brought against him. The Lever Act, on the contrary, permitted accusations "as broad as human imagination," and no man could tell in advance whether a contemplated action would come within the prohibitions of the law or not. Justices Brandeis and Pitney dissented from the reasoning of the court, but concurred in the decision which was reached.

## Paul Block Buys Memphis "News-Scimitar"

The Memphis, Tenn., *News-Scimitar* evening, has passed under the control of Paul Block, head of Paul Block, Inc., publishers' representatives, New York. Mr. Block bought the controlling interest in this newspaper from Sam E. Ragland and other Memphis stockholders. At an election held on February 28, Bernard M. Cohen was made president of the *News-Scimitar* Company, succeeding Mr. Ragland. Samuel C. Dobbs, former president of the Coca-Cola Company, and J. M. Hertel were added to the directorate.

## Sydney R. Clarke to Leave New York Ad Club

Sydney R. Clarke has resigned as secretary of the New York Advertising Club, effective May 1. Mr. Clarke will be associated with T. F. Moore in the conduct of the T. F. Moore Company, window displays, after May 1.

Mr. Clarke became secretary of the New York club in January, 1920. He had previously been director-in-chief of motion picture activities in Italy for the Community Motion Picture Bureau.

## Pan-American Advertisers Hear Colby

Our commercial relations with South America have been injured by our delay in ratifying the treaty with Colombia, Secretary of State Bainbridge Colby declared at a dinner of the Pan-American Advertising Association, held in New York on February 28.

"From the single standpoint of our commercial progress in South America," he said, "the delayed ratification of the treaty is not only an unmixing calamity, but an immeasurable one.

Wherever Spanish is spoken our delay in this matter has cost us friends, confidence and commercial opportunity. It has worked automatically to the benefit of competitors, who have not been slow to take advantage of it. It has caused us to be represented in Latin-American minds as indifferent to justice, willing to be ruthless, aspiring to physical domination, and, therefore, to be shunned, curbed and resisted."

The other speakers at this dinner were James Carson, president of the Pan-American Advertising Association, Herbert S. Houston, Doubleday, Page & Co., former president of the Associated Advertising Clubs of the World; Rowe Stewart, of Philadelphia *Record*, president of the Associated Advertising Clubs of the World, and Dr. Enrique Gill, of Buenos Aires, lecturer on international law at Columbia University.

## "Leslie's Weekly" to Continue

The Leslie-Judge Company, New York, publisher of *Leslie's Weekly*, *Judge* and *Film Fun*, which entered involuntary bankruptcy last week, will continue publishing these three periodicals with the same frequency of issue as heretofore, F. J. Splistone, general manager, informs *PRINTERS' INK*.

"No complete audit of the company has been recently made," Mr. Splistone said. "Our net liability," he said, "is about \$600,000, which amount includes our mailing liability on unexpired subscriptions."

Thomas B. Felder has been appointed receiver. A creditors' committee having as its members Herbert S. Houston, of Doubleday, Page & Co.; Fred W. Stone, of *Review of Reviews*; Charles Schweinler, of Charles Schweinler Press; William Green, printer, and a representative of the West Virginia Pulp & Paper Company, has been formed.

## St. Louis Account with Grandin-Dorrance-Sullivan

The Entre Nous Garment Co., negligees, St. Louis, has placed its account with Grandin-Dorrance-Sullivan, Inc., New York. A complete selling campaign is being worked out by the agency. Rotogravure sections of newspapers and class magazines will be used at an early date.

## Charles E. Collier with Paul Block, Inc.

Charles E. Collier has joined the staff of the Western office, at Chicago, of Paul Block, Inc., publishers' representatives, New York. Mr. Collier was for five years a member of the advertising staff of the Butterick Publishing Company.

## St. Louis Agency Has Schotten Coffee Account

The Wm. Schotten Coffee Company, St. Louis, has placed its account with the Ross-Gould Advertising Agency, of this city.

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# Why Be Gloomy — Is History a Guide for the Future?

Perhaps Our Experience Will Be  
Helpful to Others at This Time

**I**N January, 1915, we originated the idea of selling space in a Group of Magazines as a single unit of circulation. The advertiser was required to use a Color page in all of the Magazines in the Group. The saving in selling expense and the saving in manufacturing cost enabled us to offer advertisers Color pages in the Magazines at a fair price.

In the October, 1915, issues, our first Color pages appeared—two (2) of them.

Our total business for 1915 was four (4) Color pages.

In 1920, 226 Color pages from sixty-eight (68) different advertisers were published in The Quality Group Magazines.

Our first contract was with the Holeproof Hosiery Company, Milwaukee, Wisconsin, advertising LUXITE HOSIERY for men and women. (Continued in 1916, 1917, 1918, 1919, 1920 and 1921.)

Our third contract was PALL MALL CIGARETTE (Do you remember those famous red, black and gold advertisements, which showed a box of Pall Mall Cigarettes with the name "PALL MALL" covered by a man's thumb, and the slogan: "—at good places you don't need to mention the name. Just ask for the best cigarette.")?

PALL MALL CIGARETTE will be advertised in The Quality Group Magazines in 1921.

Do you remember the famous Color advertisements of the MARMON AUTOMOBILE? They started in our Magazines in the Fall of 1917, have been with us ever since, and are with us in 1921.

We might mention that FATIMA CIGARETTE started in our Magazines in 1917—have been with us ever since—are with us now, and scheduled for the future.

Perhaps you remember the JOHNS-MANVILLE Color-Blende Asbestos Shingle Color pages, started in 1918, continued in 1919, 1920 and will run in 1921.

Look at the March issues of any of The Quality Group Magazines:

Atlantic Monthly  
Century  
Harper's

Review of Reviews  
Scribner's  
World's Work

*Continued on next page*

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← See preceding page

## The Basic Reason for Our Growth Is That We Have Given Service

Cheer Up! In the April issues 1920, there were twenty-five (25) Color pages. In the April issues 1921 there will be the following Color pages:

Ambassador Hotels	Kelly Springfield Tire
Beech-Nut	Keystone Varnish
American Radiator	Murad Cigarette
Atlas Portland Cement	Nettleton Shoe
Berry Brothers	Pneuvac Co. (Sweeper-Vac)
Boston Varnish	Racine Cord Tires
Samuel Cabot	Royal Typewriter
Davey Tree	South Bend Watch
Fatima	Standard Eight Motor Car
Gilbert Clock	Steinway Piano
Johns-Manville	Whiting & Cook Stationery

Business is really not so bad. We confidently expect our 1921 business to be just as good, if not better than 1920. There is a reason for this belief. Advertisers of Quality Products, who advertise in The Quality Group Magazines, get results.

In the first place, the 750,000 top-notch highest-income-families in the good old U. S. A. see the advertisements. In the second place, the advertiser who is sold on the Quality of his product, sells himself on the power of his advertising, and then sells his own salesmen and his entire organization on the power of his advertising. The workers who make the goods endeavor to live up to the higher ideals that have been painted for them, and thus make better goods, and then the salesmen go out and sell the dealers and jobbers the same ideals. The campaign is merchandised all down through the channels of trade, the dealers and the jobbers buy, and then the real people in this country see the advertisements in the Magazines, and then they buy.

### A Part of Our Service Is a Secret

We co-operate in a lot of different ways to assist Advertisers and Advertising Agents to secure value received for the money invested in advertising. (The secret will be told to clients.)

Mr. Simmons of St. Louis said, a long time ago

"The recollection of QUALITY remains long after the PRICE is forgotten."

Mr. C. W. Post of Battle Creek said, a long time ago

"The memory lingers."



Ruggles & Brainard, Inc., said, a long time ago

"The recollection of COLOR PAGES remains long after the others are forgotten."

The Quality Group Magazines, whether the advertiser uses black and white space, or Two-Color pages, or Four-Color pages, are useful only for—

### The Manufacturers of Quality Products or the Sellers of Quality Service

If you belong to this class perhaps you will be interested to know that in 1921, when some *real* selling must be done, you can have, for a very moderate amount of money, a *real* advertising campaign that will win for you the *family vote* in the 750,000 most intelligent, most influential and most financially able families in this country—the real people who set styles and start fashions in their own home town—the people whom the dealers and the jobbers are most anxious to please. You get these people to vote for your product, and then, if any among the masses can afford to buy, you will get them, too.

### Now Is the Time for Advertisers to Make a Little Money Go a Long Way

If you manufacture a Quality product, or if you are an Advertising Agent, who is advising such a Quality manufacturer, just ask us what we think you can do with the following sums of money:

**\$11,460.00**  
**22,920.00**

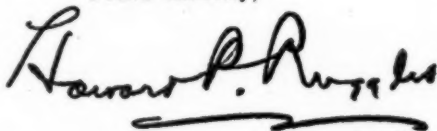
**\$21,000.00**  
**42,000.00**

**\$30,060.00**  
**60,120.00**

Somebody may ask us how to invest \$120,240. We shall be glad to give the answer.

Yours cheerily,

Advertise Now and  
through the Summer.  
Straighten out your  
Business Curve.



President

## Ruggles & Brainard Inc.

### Color Pages

*in the Magazines*

200 FIFTH AVENUE  
NEW YORK



CARROLL J. SWAN  
*New England Manager*  
44 Bromfield Street,  
Boston, Mass.

CLAIR MAXWELL  
*Western Manager*  
504 Marquette Building,  
Chicago, Ill.

MISS ROBERTA RUGGLES  
*Pacific Coast Manager*  
Fair Oaks,  
Sacramento, Co., Cal.



REG. U.S. PAT. OFFICE

# The Master and His Works —

No matter how many able representatives a business line may have there is always one acknowledged master.

## O'FLAHERTY'S PEERLESS MATS

are acknowledged to be the  
works of the master mat maker.

*We also make quality  
electrotypes and stereotypes*

**Made by O'FLAHERTY**  
225 West 39th St. New York.

# Measuring the Copy to Suit the Calibre of the Product

"Brevity Is Best for Cigars," Says This Manufacturer, after Experience with Lengthy Appeals

By Harry Thompson Mitchell

WE have all been told and retold that brooks that babble are shallow; that still waters run deep; that where there is an overmuch of smoke there is usually naught but a feeble, smouldering fire.

Sales managers confidentially whisper that the men who ring the bell oftenest—the salesmen who superinduce the most signatures on the dotted line—are not always *talkers*. They are the fellows who say just enough; not too little, not too much. One extreme or the other is bad, very bad, we are bound to gather from the opinions of the sales managers.

Now how about advertising? Do some ads "talk" too much? Are some copy writers garrulous when they should be succinct? Some of our most skilful advertising men do loudly aver, when you ask them, that one of the pithiest problems of a campaign is in settling the question of how much to say—how much selling talk a specified product requires, or will stand.

This, indeed, was the very poser that confronted Bayuk Brothers, Philadelphia cigar manufacturers, when they bent to the task of preparing a campaign in behalf of two of their leading cigars—Prince Hamlet and Mapacuba.

Brevity was the soul and substance of the campaign. Brevity was the new publicity code, adopted after an enlightening experience with advertising in which words were never counted, except for typographical calculations in the matter of filling a given space.

Prior to loading the guns with this new ammunition, the firm had been using rather lengthy copy that strove to establish superior

manufacturing methods as well as the product's many points of quality. But it found the messages were too long to get across. Results weren't piling up. But instead of blaming mediums, Bayuk Brothers dug for the real root of the trouble till they found it.

Their pondering presently led them to agree that the purchase of a cigar is too small an event in the life of any man to warrant his wading beyond his depth in a sea of copy. The average man wants a smoke. Bing! into his mind flashes a name. He steps into the nearest store, clatters a coin on the case, murmurs a brand, bites the end, lights up, and is on his way again. He has given the whole transaction little or no thought. It was methodical with him. If it were an automobile he was buying, or a washing machine, or a house and lot, it might be different.

Bayuk Brothers decided forthwith that there are just so many things a man wants to know about a cigar, and no more; and it seemed possible that all of these points could be covered briefly. But how? They wished to say what had to be said in an interesting and gripping manner, but at the same time they desired to avoid going to anything either humdrum or freakish. A good, strong middle-of-the-road idea was the thing they aimed to evolve.

The outgrowth of this thought and planning appeared in subway and street cars in New York, and in newspapers in many other cities—and they called it their "one-word campaign." Strictly speaking, it wasn't anything of the kind, but they certainly pared down the copy to the shank of necessity. Each advertisement sought to drive home and clinch

in the memory one good, qualifying adjective at a time.

The street-car cards, for example, were wrought in strong contrasting colors, each card playing up three big things—the name, Prince Hamlet, a reproduction of the box showing the cigars, and one word descriptive of just one of the product's merits. Visualize one card in detail and you had the key to all of the others, for a splendid continuity existed.

A rich, solid blue background was the basis of the first card. At the top in individual lettering, taking up two-thirds of the card's width and standing forth in a powerful orange, was the word "Mild." A full-color reproduction of a box of the cigars filled the other one-third of the card's width at the top, while stretching clear across the bottom in large orange characters flared the name "Prince Hamlet." In the centre, sandwiched between "Mild" and "Prince Hamlet," appeared prices, the permanent slogan, "The Well-Balanced Satisfying Smoke," and this legendary bit of copy—"Rich Havana flavor with just enough 'kick.'"

The color schemes changed with each card, but there was a decided tie-up achieved by the similarity of the lettering, layouts and ideas.

The Mapacuba brand is being exploited in the newspapers in many parts of the country. In some of the newspaper ads the one-big-adjective idea is given dominance as in the street cars with Prince Hamlet, but in others an unusual eye-attention value is obtained by working into the layouts in a big way the impelling word "Try"—hand-lettered in a style so distinctive it can't be missed.

One of the features of the newspaper campaign is the fact that the copy is localized, being written expressly for the men of this or that locality. Bayuk Brothers feel that it is preferable to address men in their own language; that, for example, one can't talk to the men of Texas in the same vein that one finds successful in dealing with Bostonians or Phil-

adelphians. For instance, an ad appearing in Texas will be headed, "You'll Say So, Too!" whereas in Philadelphia the catchline will read, "Sublime Havana!"

"It's a funny thing how localities differ in taste," says F. E. Brown, the firm's New York manager. "There's a big difference in smoking tastes, anyway. In New York, Prince Hamlet is a big seller, but it won't go well at all in Philadelphia. Mapacuba is a big seller in Philadelphia and other cities, but it doesn't make many friends in New York. And yet both are excellent smokes."

"We all feel that we have struck the right slant now in our advertising. We were too close to our products for a long time to realize that the public is not interested or concerned enough to read through a lot of complimentary writing about a mere cigar."

It is just possible that the experience of Bayuk Brothers, in ascertaining the right length of the best copy appeal for their own product may offer some suggestion of value to manufacturers of other products. A cigar is a cigar, to be sure, but there are scads of advertised articles on the market that cost no more to buy. If there is a hitch in sales it might possibly be due to the length of the copy.

#### E. D. Reed with Motherwell Company

E. D. Reed, formerly director of advertising for the F. F. Dalley Corporation, Hamilton, Ont., is now in charge of the stock feed sales and advertising department of the Andrew Motherwell Co., of Glasgow, Scotland, and Dundas, Ont. Mr. Reed is located at Dundas.

#### Insurance Account with Gunnison Agency

Stanley E. Gunnison, Inc., New York, has been appointed to handle the advertising of the Home Title Insurance Company, New York.

#### Leaves Cast Iron Pipe Publicity Bureau

R. C. McWane has resigned as secretary of The Cast Iron Pipe Publicity Bureau, New York. A successor has not yet been appointed.

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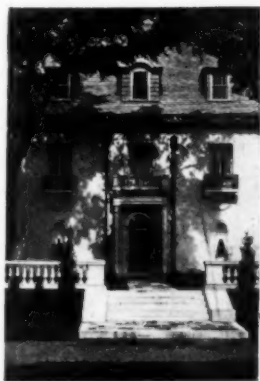
# Building is Relatively Active

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**I**N the March issue of The Architectural Record the editor, Michael A. Mikkelsen, Ph.D., discusses "The Building Prospect." He shows that building is relatively active with an undercurrent of optimism, and that all classes of buildings are well represented.

Building contracts awarded during January, 1921, have been exceeded in the same month only twice in the last 10 years, and in those years conditions were abnormal.

*This article, reprinted in pamphlet form, will be sent to any manufacturer or advertising agency upon request.*



There is and will be business this year for those manufacturers of building materials and equipment who go after it effectively.

Keen competition suggests intensive advertising. For 30 years The Architectural Record—with a record circulation and a record volume of advertising in its field—has rendered an essential service to both architect and manufacturer.

*Send for sample copy,  
A. B. C. statement, etc.*

## The Architectural Record

119 West 40th Street

New York City

*Member A. B. C. and Associated Business Papers, Inc.*

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## Imaginary Farm Losses

The Fortunate Lot of the Farmer, Who Gains Even When He Apparently Loses—In the Long Run He Is Bound to Be a Winner—Has Resources to Withstand Temporary Setback

By S. E. Leith

THERE is so much being said and printed relative to the financial losses of the farmer, owing to present market conditions, that I feel justified in offering this suggestion.

The United States Government says a man's income is based on the actual amount of cash handled. His losses cannot be established by depreciation. In other words, if a man wants to reduce his income tax as a result of losses, he must show actual loss in which cash was passed.

A man cannot value a house at a million dollars when it cost him five hundred thousand to build, and then claim he lost half a million when he sells it at the original cost.

The farmer may put any value he likes upon his crop—that is his business—but he is in no sense justified in claiming to have lost that amount when he fails to sell the crop at his fancy price.

The strange part of it all is, that we do not hear the farmer complaining—he seems to be rather well satisfied with things. All the complaining is done by the man in the city, "Mr. Statistician" and "Mr. Rumormonger."

The farmer differs in this respect from any other class of business man. The butcher, the grocer and the merchant pay cash for their stock and they must sell it. It does not improve with age. When they are forced to take a lower price, or when they are burned out, there is a definite loss that can readily be established.

Not so with the farmer. In the first place the cost of production cannot be definitely established; they do get it approximately. Suppose Mr. Farmer has one or

ten thousand dollars' worth of grain, hay or provisions. The market price goes down—he refuses to sell, but feeds it to his cows, his pigs or his chickens. Instead of getting cash, he gets beef, butter, milk, eggs, pork and fertilizer.

There is not a farmer in the United States who can lose money if he makes an intelligent use of what he produces on the farm. He is entirely independent of market conditions if properly financed.

I am not so foolish as to maintain that this condition could go on forever. Eventually the farmer must sell. My point is that the farmers of the United States are not seriously affected, nor is there any possibility of their going to ruin or failure just because there is a temporary slump in market prices.

The farmer, more than any other class of business man, is in position to stand against loss through a temporary slump. He can utilize his product, taking his profit later on—and he does.

## Gorham Company Advances William S. Stone

William S. Stone has been made secretary and general sales manager of The Gorham Company, Providence, and its affiliated companies, Mount Vernon Silversmith Co., Durgin Co., Whiting Co., and William B. Kerr Company. Mr. Stone was formerly assistant treasurer of The Gorham Company.

## In Charge of Allen Motor Advertising

Joseph E. Burns has been made manager of sales and advertising of the Allen Motor Co., Columbus, O. Mr. Burns succeeds R. G. Elwell, who is now with The Arthur M. Crumrine Co., Columbus advertising agency.

## Canning Account with Baltimore Agency

The Martin Wagner Co., Philadelphia, pork and beans, spaghetti, and catsup, has placed its account with the Baltimore office of the Wood, Putnam & Wood Co. Newspapers in principal cities will be used.

James G. Ralston has resigned as advertising manager of the *Dramatic Mirror*, New York. He has been succeeded by J. Newmark, formerly with the *New York Herald* and the *Daily Garment News*.

I am very pleased to announce  
that

**CHARLES E. COLLIER**

for the past five years a  
member of the advertis-  
ing staff of the Butterick  
publications, and before  
that time associated in  
General Advertising, has  
joined the staff of my  
Western Office.

*Laurel Block*

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## Announcement

### Mr. George C. Vedder Has Joined Johnston Overseas Service.

Mr. Vedder's experience in export advertising and merchandising will be particularly valuable to our clients.

He was the first editor of "La Hacienda," and after three years in that capacity founded "America," of which he was President, later becoming Vice-President of "Export American Industries" when the two publications were amalgamated.

During the past two years he has been President of Mutual Shipping Service and foreign trade adviser to Mr. W. Averell Harriman, the leading American shipowner.

He is the author of "American Methods in Foreign Trade" published by the McGraw-Hill Book Company.

This accession further strengthens our organization, which is handling the foreign advertising of

General Motors Export Corp.  
Palm Beach Mills  
The Borden Co.  
Diamond State Fibre Co.  
Devoe & Reynolds Co., Inc.  
B. F. Goodrich Rubber Co.

Krementsz & Co.  
Paige Detroit Motor Car Co.  
American Lead Pencil Co.  
Columbia Motors Co.  
The Fairbanks Co.  
—and others.

Give Mr. Vedder an opportunity to discuss with you your export sales promotion plans.



**Johnston Overseas Service**

**Exclusively Foreign Advertising**  
277 Broadway, New York, U.S.A.

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## An Open Letter

To Exporting Manufacturers:

I made a careful investigation before joining Johnston Overseas Service and found an organization that gears in with the activities of the export department in exactly the same way that the high class domestic advertising agency does with the domestic sales department.

It is all there -- the ability to assist in working out export sales campaign plans, a thorough acquaintance with media, rates kept up to the minute, an art and copy department familiar with the tastes and pitfalls of each market, a standing with foreign publishers that insures service, a system of checking that protects the advertiser, and local connections through which complete harmony of thought and action between manufacturers and foreign distributors is attained.

Our skill as advertisers is a matter of world wide comment. We have no equals in this respect and every exporting manufacturer who profitably uses publicity at home should find the way to use it abroad with the same efficiency. This can be done through such an organization as Johnston Overseas Service.

The advertising agency that specializes with efficiency in foreign media and markets performs an indispensable service. I have found Johnston Overseas Service to be such an organization.

Sincerely yours,

*Geo. C. Vedder*

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## \$47,000,000 Due from Credit Business

An article in the January issue of *Printers' Ink Monthly* told about the notable growth in credit business done by the retail mail-order houses. It is interesting in this connection to know that the annual report of Sears, Roebuck and Company recently issued shows the surprising total of \$47,000,000 accounts receivable. This item represents mainly the sale of home building materials, phonographs and encyclopedias on time payments. The accounts are high grade, according to officials of the company, and there is no fear that they will not be collected. This is concrete evidence that a worth-while proportion of mail-order sales are on a credit basis.

The report shows net sales of \$233,856,872. The net income for the year is \$11,746,670, which is equivalent to earnings of 12½ per cent on the company's common stock as against 24½ per cent in 1919. These figures are on the average of \$90,000,000 common stock, this being \$75,000,000 in 1919 and having been increased to \$105,000,000 in 1920.

The earnings during the year decreased \$7,000,000, thus showing the effect of heavy inventory losses. However, starting this year, all the company's inventory has been marked down to either market price or to cost price, whichever was the lower. The inventory value of merchandise now on hand is given at \$105,071,243.

## Would Subscribe to "Printers' Ink" Library

R. P. WOOD ADVERTISING SERVICE  
CHATTANOOGA, TENN.

Editor of PRINTERS' INK:

Regarding John W. Hatfield's suggestion published in your issue, January 20, may we add our hearty indorsement to his suggestion? Being one of the many new agencies (just nine months old) our library and statistics are by no means complete, and for that reason we feel that if the various classified articles that have appeared in *PRINTERS' INK* from time to time during the past few years were bound in regular library form we would be only too glad to pay our part of the cost of publishing. If you could get a sufficient number of people interested it would make the undertaking worth while.

We have had occasion this past week to review two campaigns, and so are in a position to appreciate Mr. Hatfield's suggestion and I feel that any other organizations, similarly situated, will be glad to support such a movement.

R. P. WOOD.

R. A. Loughney, who has been engaged in sales service and sales consultation work and who was a member of the faculty of Columbia University in New York, is now at New Orleans as general sales manager of the Myles Salt Co., Ltd.

## Retail Store Advertising Draws from Two Continents

Away up near the Arctic Circle in Nome, Alaska, is a retail clothing merchant named Thorulf Lehmann, who uses direct-mail advertising to bring to his store people from two continents.

Going to Chicago on a recent buying trip, Mr. Lehmann took with him a big mailing list containing the name of almost every man in 100,000 square miles of territory in Asia and America. After he had arranged for his goods he wrote personal letters to these men, telling what he had bought for them and giving the approximate time of his return. The letters contained direct advertising matter, which were prepared specially for him by the service department of the clothing firm where he bought his goods.

Hunters and trappers from Siberia can cross the Bering Strait in about eight hours in their little schooners. They bring their furs to Nome, sell them and then buy clothes and provisions.

Mr. Lehmann's direct-mail matter also brings customers to him from remote parts of Alaska. During the summer, some drop down the Yukon River for a thousand miles and then skirt the coast in a launch so as to reach his store.

Clothing manufacturers in the big centres make great efforts to get their customers to market. But few costumes have such difficulty in reaching market as did Mr. Lehmann. He traveled 800 miles by dog team from Nome to Fairbanks. Then after a short trip by railroad he managed to get to an ice-free port, where he could get a boat for Seattle.

## Big Auto Sales on Part-Payment Basis

Estimates on the percentage of automobiles sold on some variation of the time-payment plan have ranged way up to 90 per cent. Now the General Motors Acceptance Corp., after an exhaustive survey, gives the figure as 46.7 per cent. This was arrived at by a tabulation of the replies to a questionnaire sent to the company's dealers, numbering over 10,000. Reports for the sales of a total of 149,136 cars were received. Of these, 79,407 were sold for cash and 69,729 "on time." The average first payments on all instalment sales was 40.3 per cent of the cash selling price.

The corporation asserts, with these statistics as the basis for its argument, that by more intensive use of deferred payment facilities the automobile industry may be able to increase sales approximately 25 per cent. In other words, it is claimed that, allowing for 25 per cent cash sales, which economic experts estimate to be the number of motor vehicles that will always be sold for cash, part-time sales can be increased to 70 or 75 per cent of the total.

Will you kindly give your  
secretary instructions to  
mark with an asterisk  
the Modern Priscilla\*  
on your list of woman's  
papers.

Many Thanks

## Modern Priscilla B O S T O N

501 Fifth Ave.  
NEW YORK

Peoples Gas Bldg.  
CHICAGO

\*PRISCILLA (*fem. noun*)  
one who delights in her  
home, good housekeeper.



## Portage, too, has proved the dominating quality of Packer displays

THE Portage Tire and Rubber Company of Akron put its outdoor advertising in the Cleveland territory into the hands of Packer of Cleveland. As a result, the unique Portage advertisements now command the view from many strategic points — and the Portage message is being driven home.

A Packer of Cleveland display in outdoor advertising corresponds to *preferred position* in magazine advertising. Cleveland furnishes an impressive army of potential buyers of advertised goods, and Packer of Cleveland sees to it that the advertiser's sales story is placed where it can not be ignored.

# PACKER

# OF

## "We tell the Big Outdoor



Almost over night has come the remarkable development of the corner where East Fourteenth Street and Huron Road meet Euclid Avenue. The Hanna Building, the Bulkley Building, and Loew's State and Ohio theatres have sprung up like mushrooms to mark the growth of business eastward. And from a most advantageous point in this neighborhood the Portage painted *bulletin* challenges attention.

Let Packer of Cleveland do for you what he is doing for many other advertisers. Let him feature your product, and stimulate your business, by means of his unusual outdoor advertising service. Packer of Cleveland can help you to sell goods!

OF CLEVELAND

Outdoors all about You"



## “Here’s Their Latest Price List!”

Printed on strong, substantial Hammermill Cover, distinctive in color, your price list is not likely to be mislaid or thrown away in your customer’s office.

Another reason for your use of Hammermill Cover is its moderate price. Ask your printer to show you samples, or write Hammermill Paper Co., Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*

# Review of the Ten-Year Fight against Fraudulent Advertising

Progress Made in Securing Adoption of PRINTERS' INK Model Statute—  
Work of the National Vigilance Committee and Better Business Bureaus—Summary of Results Accomplished

By Roland Cole

## II

THE fight to put the fraudulent advertiser out of business has not been by any means a record of victories.

One of the most thrilling chapters in the story was the defeat of the Model Statute before the legislature of Maine.

The PRINTERS' INK Statute passed both houses of the legislature and went to the Governor for his signature. Governor William T. Haines, of Maine, sent the bill back to the Senate with a veto message in which he said that in his opinion the Model Statute was evidently intended to punish everybody who in the earnestness and enthusiasm of his business might advertise in a way that might be claimed to be "misleading." He called attention to the fact that none of the expressions, "knowingly," "wilfully," "maliciously," or "with intent to defraud," was included in the act, and for other reasons which he set forth at length, he declined to approve the bill.

The Senate proceedings on Governor Haines' veto appeared in PRINTERS' INK of March 27, 1913. Senators Bailey, Richardson and Flaherty presented arguments to show why the bill should be passed over the Governor's veto, which arguments contain the finest commentary that can be found as to why the Model Statute should be made a law and why the inclusion of the word "knowingly" or its equivalent effectually takes the teeth out of the law.

Seventeen senators voted in the affirmative and eleven in the negative, which failed to give the measure the necessary two-thirds support to make it a law over the

Governor's veto, and it therefore failed of passage by one vote.

The defeat of the Model Statute in this instance was due to a misunderstanding on the part of a number of influential publishers in Maine who believed the Statute to be aimed at the publisher as well as at the advertiser, though PRINTERS' INK had taken pains ever since the Model Statute was proposed to point out that the publisher was exempt under the Statute unless he publishes in his paper a fraudulent statement in regard to that which he himself offers for sale, such as his circulation, etc.

That the movement in behalf of honest advertising still has many enemies among the publishers of the country is shown by a recent occurrence in the State of Georgia. During the year 1920 the Atlanta Advertising Club appointed a committee to draft and introduce in the Georgia legislature a bill against fraudulent advertising. The measure was opposed by a number of country newspaper publishers on the ground that the enforcing of such a law would destroy a large part of the revenue they receive from advertisers of patent medicines. The committee of the club thereupon abandoned its efforts to introduce the bill.

## FULL PUBLICITY HAS HELPED

Every defeat of the Model Statute has been capitalized to the fullest extent and given as much publicity as possible. It all tended to spread information on the subject and gave friends of the measure in other States, who were working to have it made a law, valuable ammunition with which to turn opposition into support.

One of the most signal victories on record was the winning of the endorsement of the patent medicine manufacturers' association which had systematically opposed the passage of the Model Statute in various States because many such manufacturers had been perpetrating real crimes on the public through misleading and false advertising. Instead of appearing before legislative committees and openly presenting arguments against the bill, they sought to introduce the word "knowingly" into it and endeavored to have a measure containing this word passed before the Model Statute could be proposed.

Patent medicine concerns of the better class, however, had long been in favor of the Statute and saw in it a weapon they could use to their own advantage. At the annual meeting of the Proprietary Association of America, therefore, held at the Waldorf-Astoria in New York on May 13, 1915, the members of which consisted of some 200 patent medicine manufacturers, large and small, the Model Statute was endorsed without a dissenting vote. The secretary and treasurer of the association, Charles P. Tyrell, of the G. C. Hanford Mfg. Co., of Syracuse, N. Y., wrote *PRINTERS' INK* as follows:

"We discussed the *PRINTERS' INK* bill at our recent meeting, and took favorable action endorsing the bill as it is.

"I believe the majority of our members have been in favor of such a bill for some time, but some of them believe the word 'knowingly' should have been incorporated in the bill; but your bill was finally endorsed without a dissenting vote. I personally believe this measure will have a decided influence on advertisers and that its enforcement will result in great benefits to the consumers of this country."

It will be interesting to note briefly how the machinery of the national association of advertising clubs took over the work of developing the necessary police power to make the Model Statute

effective as soon as it became a law in the various States. This can be told in a few words.

The "Truth" motto was adopted at the Seventh Annual Convention of the A. A. C. of A., in Boston, in August, 1911. At the Eighth Annual Convention, held in Dallas, in May, 1912, President Coleman, in his annual report, referred to the appointment of a "national vigilance committee" under the chairmanship of Alfred W. McCann, of New York, and endorsed the work of *PRINTERS' INK* in advancing the vigilance committee movement.

#### ADVANCE MADE AT BALTIMORE

The famous "Declaration of Principles" was adopted at the Ninth Annual Convention, at Baltimore, in June, 1913. Harry D. Robbins, at that time advertising manager of N. W. Halsey & Company, had been appointed to succeed Mr. McCann as chairman of the National Vigilance Committee, and presented a report to the Baltimore convention. In his report Mr. Robbins said:

"At the beginning of the season we lined up behind *PRINTERS' INK* Model Statute. We endorsed this Statute to all clubs, and urged its introduction in the various States. We also secured the enthusiastic and active support of the National Federation of Retail Merchants, and in many States we owe a very great deal to the co-operation of the retail merchants. J. R. Moorehead, of Lexington, Mo., the secretary of the National Federation, sent a copy of the Federation's resolution and the arguments of our committee to the secretary of every retail organization in the Federation, and together with other officers has worked unsparingly to assist the A. A. C. of A. in its legislative programme.

"The individual clubs backed up our initial efforts with surprising vigor, as have also many publications, led, of course, by that militant journal, *PRINTERS' INK*."

One of the outstanding features of the work of the committee was the organization of sixty local vigilance committees in cities



# Investigate Canada!

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Step across the border and see for yourself the similarity between the farm homes of the United States and Canada. Farmers of both countries use mostly the same makes of tractors, implements, farm equipment, automobiles, watches, razors, tooth paste, soap, etc.

The Canadian farmer's wife is perfectly familiar with such products as Jell-O, Palmolive Soap, Instant Postum, Kellogg's Toasted Corn Flakes, Cox's Gelatine, Baker's Cocoa, Edison Phonographs, Corticelli Silk, Old Dutch Cleanser, and all the others.

Advertising in the Family Herald and Weekly Star and other farm papers has introduced scores of American products to the country dealers and farm homes of Canada. The Family Herald and Weekly Star covers rural Canada from coast to coast and possesses a knowledge of market conditions which will be willingly shared with manufacturers or agencies who wish to extend their market northward.

Address enquiries to

*The Advertising Manager*

**Family Herald and Weekly Star.**

Established 1870

**Montreal**

**Canada**

*New York Representative:*

DAN A. CARROLL,  
150 Nassau Street.

*Chicago Representative:*

J. E. LUTZ,  
First National Bank Bldg.



## Answering the Demand of a Great Trade Territory in a New and Modern Home

*Business is good in South Bend!* This is true also of the responsive Northern Indiana-Southern Michigan Trade Territory, thoroughly covered by the South Bend News-Times—*Morning—Evening—Sunday.*

Our new and modern plant, with its batteries of linotypes, extensive composing and stereotyping rooms and 48-page Hoe press, is now in operation, answering the demand of this great trade territory, *the hub and center of which is South Bend.*

You want all the facts about our field with its 500,000 residents, \$65,422,740 in bank deposits and extensive manufacturing enterprises.

Ask us for "Facts and Figures," for your permanent files.

## SOUTH BEND NEWS-TIMES

*Morning*

*Evening*

*Sunday*

J. M. STEPHENSON, *Publisher*

W. R. ARMSTRONG, *Advertising Manager*

*Foreign Representatives:*

CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

stretching from Portland, Me., to San Francisco; from Portland, Ore., to Jacksonville, Fla.; and from San Antonio, Tex., to Toronto, Canada. All of these local committees were volunteer organizations.

At the Tenth Annual Convention, in June, 1914, in Toronto, the name of the association became the Associated Advertising Clubs of the World. In his annual report to this convention, printed in *PRINTERS' INK* of July 2, 1914, Chairman Robbins, of the National Vigilance Committee, said:

"Up to October 1, 1913, the general (vigilance) committee financed itself through solicitations of subscriptions from its friends, including some \$40 contributed from the treasury by the executive committee (of the A. A. C. of A.). A total of \$1,544.50 was raised and expended in this manner. Since October 1, 1913, the A. A. C. of A. has paid the bills at a total cost to date of \$1,690.82. Considering what has been accomplished the total expenditure to date by the general (vigilance) committee of only \$3,235.32 is remarkably small."

Immediately following the Toronto convention, the president of the A. A. C. of W., William Woodhead, appointed Merle Sidener to succeed Mr. Robbins as chairman of the National Vigilance Committee. Mr. Sidener, president of the Sidener & Van Riper agency, of Indianapolis, was at that time president of the Adscript Club of Indiana. The national association set aside a fund of \$5,000 for the use of the vigilance committee.

#### WORK ASSUMES GREATER IMPORTANCE

At the Chicago convention, held in June, 1915, Chairman Sidener presented his annual report, in which he outlined the growing importance of the work of the vigilance committee and asked that the A. A. C. of W. consider the employment of a paid secretary to help carry on the work of education and correction.

The new executive committee of the association approved the sug-

gestion and the incoming president, Herbert S. Houston, reappointed Chairman Sidener and named H. J. Kenner secretary, to assume office about August 1, 1915. Mr. Kenner was then secretary of the Vigilance Committee of the Minneapolis Forum, which committee had been particularly active and efficient in vigilance committee work.

This event marked the transition of the movement from the "volunteer" class to its operation on a paid basis. Almost immediately the national committee set about the establishing of local committees with paid secretaries. At first these local committees were called "vigilance committees," which gave local merchants and business men an erroneous idea of what they were for, so the term "Better Business Bureau" or "Better Business Commission" came into use and has now been pretty generally adopted.

Among the first Better Business Bureaus to employ paid local secretaries were those of Minneapolis, Milwaukee and Boston. By the first of January, 1916, six other cities were added to the list—Spokane, Indianapolis, Kansas City, Chicago, Buffalo and Des Moines—making a total of nine, in addition to the volunteer organizations operating in other cities, of which there were almost a hundred.

Early in 1916, Richard H. Lee, now director-counsel of the National Vigilance Committee, became identified with the movement. Mr. Lee had been a practicing attorney in Cleveland and was president of the Cleveland Automobile Club and chairman of the Legislative Board of the American Automobile Association. He first attracted the attention of the National Vigilance Committee by reason of his work in connection with the prosecution of A. C. Bidwell, president of the International Automobile League, Inc., and the International Automobile League Tire Company, both of Buffalo, N. Y., and he represented the National Vigilance Committee at the hearing of the Bidwell case before Solicitor-General Lamar, of the

Post Office Department, which resulted in the issuance of a fraud order against Bidwell, the story of which was told in *PRINTERS' INK* of August 10, 1916.

In September, 1916, the national committee announced the addition of Mr. Lee to its paid staff, with the title of Special Counsel, to have charge of the more important vigilance committee investigation work and to assist the various local committees.

The problem of financing the work of the national committee now came to be a matter of serious concern to the officers of the A. A. C. of W. and the vigilance committee. In the case of the local bureaus, each committee raised its own funds locally, receiving no financial support from the national committee. President Woodhead, at Chicago, in 1915, had proposed a plan of "sustaining memberships" for the national association, of \$25, \$50 and \$100 for individuals and firms under which he thought there should be no difficulty in raising a fund of \$25,000 "to give power and force to the educational work, the vigilance work and the other important activities of the association." Thus it was hoped that sufficient funds would be raised by the association to enable it to finance the vigilance committee work out of the general treasury.

#### FUNDS TO SUSTAIN THE MOVEMENT

The growing importance and cost of the vigilance work, however, made it necessary for the national committee to work out a plan for raising its own money from such members of the A. A. C. of W. who might be directly interested in the vigilance side of the association's activities. This came to be more and more necessary after Mr. Lee's connection with the committee in 1916, because of the wider scope of the activities undertaken.

While the entire membership of the A. A. C. of W. stood to benefit in a general way from the work of the vigilance committee, it was recognized that the benefit would accrue to business as a whole, and

that the larger and more important advertisers of the country would benefit in proportion to their greater advertising activities. The place of the vigilance work, therefore, assumed an impersonal and vastly more valuable aspect. The national committee became at once the natural and logical agency to promote the cause of honesty in advertising, because it represented not the interests of a few advertisers but the interests of all.

Confronted with a programme of such large proportions, the expense of operation necessarily increased. To spread this increasing expense among the membership of the associated clubs on a pro rata basis would not be wholly fair. Soon after Mr. Lee's connection with the vigilance committee, therefore, a plan of "sustaining memberships" was inaugurated under which business firms could contribute varying amounts that would distribute the expense of operation more nearly in correct proportion.

The number of concerns now contributing as "sustaining members," as previously mentioned, is close to 800 and the total amount of their subscriptions runs to over \$90,000 a year, a figure that is being gradually increased, and must be still further increased to enable the committee to take up many new and rapidly broadening lines of work. The regular membership of the A. A. C. of W. is at present about 20,000, in addition to the "sustaining memberships" of the vigilance committee.

The money contributed to the vigilance work is paid into the treasury of the associated clubs, which in turn is supposed to appropriate practically the whole amount each year for the work of the National Vigilance Committee.

During the latter part of 1920 Merle Sidener resigned the chairmanship of the national committee, after serving uninterruptedly in that capacity since his appointment by President Woodhead following the Toronto convention in 1914. The office has now been discontinued. The officers of the national committee, all of whom are paid members of the staff, are



## Cleveland WORM GEARS

OTHER GEARS WEAR OUT. THE WORM GEAR WEARS IN.

**T**HE worm gear is beautiful in the irresistible precision with which it transmits power. There is no uncertainty, no slipping, no lost motion of any kind. When the worm moves on the gear the gear turns—that's all there is to it.

The Cleveland Worm Gear people make worm gears for the foremost truck manufacturers of the country, and they supply worm gear speed reduction units for leading manufacturers in many other industries. They have the largest plant in the United States devoted exclusively to the production of worm gears, and they have come to be known as "America's Worm Gear Specialists".

For three years The Fidelity Advertising Agency has been helping The Cleveland Worm Gear Co. to stimulate sales. In advertising it is, of course, impossible to produce results with anything like the accuracy that an engineer can expect from a prop-

erly designed mechanical device. Yet in all our work for clients we follow as closely as possible the ideal of precision and effectiveness which is embodied in the worm gear:— we strive to obtain the most direct contact between advertiser and buyer, with the least possible lost motion from waste circulation. We believe that advertising is an *economical* power, and that it should always move goods in a manner to justify the expenditure of that power.

If your product is right we can help you stimulate your sales through advertising. We shall be glad to submit our qualifications to your test at any time.

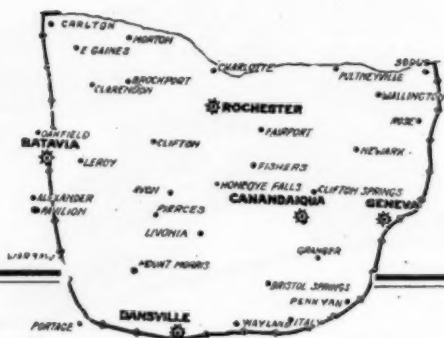
THE FIDELITY ADVERTISING AGENCY

Maxton R. Davies, President  
CLEVELAND

# FIDELITY

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*Advertising*



## To Secure Maximum Distribution In This 40-Mile Trading Radius

You'll need the Advertising and Merchandising Service  
of the

## Rochester Times-Union

FIRST IN ITS FIELD

*We offer you the largest circulation in this Trading Territory.*

*We offer you Merchandising Co-operation to the fullest extent.*

Here are a few of the many advertisers for whom we have accomplished very definite results:

Carnation Milk  
Borden's Evaporated Milk  
Whip Easy  
Lipton's Tea  
Faust Instant Coffee  
Climax Baking Powder  
O'Sullivan's Heels  
Pillsbury's Flour

Lee Union-Aids  
American Beauty Irons  
Colgate's Ribbon Dental  
Cream  
Aunt Jemima Pancake  
Flour  
Ward's Orange Crush  
Bond Bread

Bayer-Tablets of Aspirin  
Ward's Bread  
Touraine Chocolates  
Armour's Corn Flakes  
Wildroot  
Runkel Cocoa  
Gillette Razors  
Hood Rubber Co.  
Blackstone Cigars

May we be of Service to You?

## Rochester Times-Union

Circulation (A. B. C.) 64,018

J. P. McKINNEY & SON, Representative, 334 Fifth Ave., New York  
122 So. Michigan Ave., Chicago

Richard H. Lee, director-counsel; H. J. Kenner, executive secretary; William P. Green, field secretary. The headquarters of the committee is located at 110 West 40th Street, New York, in the offices of the A. A. C. of W.

One of the most interesting phases of the vigilance work has been the Better Business Bureau movement, or the organization of local committees with paid secretaries operating in connection with individual advertising clubs. This work is now in charge of William P. Green, field secretary.

Up to the present time about thirty such local bureaus have been established, each with a paid secretary in charge. The list of cities in which bureaus are operating are:

Akron, O.; Baltimore, Md.; Boston, Mass.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Des Moines, Ia.; Detroit, Mich.; Fort Wayne, Ind.; Indianapolis, Ind.; Kansas City, Mo.; Los Angeles, Cal.; Louisville, Ky.; Milwaukee, Wis.; Minneapolis, Minn.; Oakland, Cal.; Peoria, Ill.; Philadelphia, Pa.; Portland, Ore.; Richmond, Va.; San Francisco, Cal.; Seattle, Wash.; Spokane, Wash.; St. Louis, Mo.; St. Paul, Minn.; Tacoma, Wash.; Toledo, O.; Tulsa, Okla.; Washington, D. C.

One of the latest fruits of the movement for honesty in advertising, and traceable to the pioneer work done by *PRINTERS' INK*, is the plan to organize the Better Business Bureaus of the country into a national organization in order to tie up the work of the bureaus with that of the national committee in a way that will result in unity of action and a higher standard of operation. A meeting was held in Chicago during the week of February 7, of this year, attended by the officers of the National Vigilance Committee and the A. A. C. of W., and secretaries of Better Business Bureaus from many cities, and a committee was appointed to formulate a constitution and by-laws and work out an operating plan, which will draw together all the vigilance activities

of the country under one head in a centrally controlled committee made up of members chosen from the national committee and secretaries of the bureaus, operating under the auspices and general control of the Associated Advertising Clubs of the World. An account of this meeting appeared in *PRINTERS' INK* of February 17, 1921.

#### WORTHY ACCOMPLISHMENT

It would not be possible to begin to recite the accomplishments of the vigilance committee work within the space of this article. Many of the more notable cases handled by the national committee, as well as a number handled by local committees, have been recited in *PRINTERS' INK* at various times. A few of these are the Emerson Motor Company, Pan Motors, Ford Tractors, Alliance Tires, Ebert-Duryea, Addiline (tuberculosis remedy), Nicotol (tobacco cure), Glass Caskets, Wizard Automobiles, Gasoline Economizers (such as the use of moth balls in gasoline) and Sanald Tires.

Some idea of the work handled by the national committee may be gained from the number of inquiries and cases handled. During the six months from August 1, 1920, to January 1, 1921, 840 inquiries and requests for service were received. Of this number, 446 developed into definite cases requiring investigation. During the same period 291 cases were closed and disposed of.

As an example of what is meant by the term "case," the work done in connection with the advertising of the Newark Shoe Store Co. will serve as an illustration.

The Better Business Bureau of Baltimore advised the National Vigilance Committee that this company was advertising fire sales in a great many of the company's stores and that in the opinion of the bureau there was not a sufficient justification for it. The matter at once became a "case" for investigation. The national committee carried the investigation through to the point where the president of the Newark Shoe



Store Co. agreed to send out an advertisement to the 266 newspapers in which Newark "fire-sale" copy had appeared. The advertisement, entitled "A Retraction and Apology," was written by the committee and signed by the president of the company and appeared in the list of newspapers. The "case" was thereupon considered closed.

This case is typical of many others handled by the committee. Legal prosecution is seldom necessary and occurs in a negligible percentage of the cases handled. Moral suasion is generally sufficient to bring the offending advertiser around to the point of view of the committee.

An interesting circumstance in connection with the Newark stores' case is that after the investigation was almost completed it was discovered that the company was a "sustaining member" and therefore a contributor to the work of the National Vigilance Committee.

One of the most valuable features of the vigilance work comes about because of the disinterested position which the committee is able to take toward misleading advertising. Action against an offender whose advertising causes injury to one manufacturer or to a group in one field of industry can be more effectively carried on by a disinterested force or agency than by one or more manufacturers, who might be embarrassed by certain trade relations in efforts they might make to stop the unfair and injurious advertising.

The Victor Talking Machine Co. says:

What they (the National Vigilance Committee) have done in connection with our goods they have done without any sort of instigation from us, and there is no question but that the public benefits by the restriction of misleading advertising.

The whole scheme of civilization seems to hinge upon the point that it is the halt, the lame and the blind who need our help. Consequently, I am for the Better Business Bureau, and would be if it had never touched on our business at all.

Says Maurice Switzer, vice-

president of the Kelly-Springfield Tire Co.:

I know of a number of instances where the Associated Advertising Clubs have been of service to our industry. At the moment, I recall two specific cases, one in Baltimore, where we had a particularly irritating experience with a price cutter, whom we had not sold in several years, but who advertised our product at cut prices to the disturbance of the rest of the trade. This man was brought to terms by the Advertising Club's representative and finally made to desist from his practices.

Another instance was in Chicago, where a concern, calling itself the Kelley-Greenfield Tire Company, was attempting to trade upon our name and reputation. I believe that the efforts of the association in that particular case were helpful in putting that concern out of business.

The police power of the vigilance movement is not merely preventive and corrective—it is constructive.

Good advertising must first of all be truthful advertising. The motto of the Associated Advertising Clubs of the World should also be the motto of the individual advertiser—"Truth."

#### E. G. Boyle with Cone, Hunton & Woodman

Eugene G. Boyle has joined the New York staff of Cone, Hunton & Woodman, Inc., publishers' representatives. Mr. Boyle was recently a member of the advertising staff of PRINTERS' INK. During the war he served as a lieutenant pilot in the Royal British Flying Corps. Before the war he had been engaged in service and sales work at San Francisco and at New York for the Street Railways Advertising Co.

#### Buys "Fibre and Fabric"

*Fibre and Fabric*, Boston, has been sold by the Jos. M. Wade Publishing Co. to W. C. Warren and associates. The new officers are W. C. Warren, president; Geo. R. Ford, vice-president; Geo. R. Glendinning, treasurer, and F. L. Babcock, secretary. The Warren publications comprise a number of business papers of Boston, New York, Providence and New Haven.

#### A New Campaign for National Periodicals

Wm. A. Rogers, Ltd., sterling silverware, Niagara Falls, N. Y., has placed its account with the Robert M. McMullen Co., New York. A campaign in national periodicals, beginning in the fall, is planned.



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## Does "Good Will" = ○

"Good Will" is quite as much a matter of public knowledge and appreciation as it is of "good" goods or "good" service.

It is not nurtured by starvation.

It lives and grows by advertising.

### "Good Will" in Chile

The dollar value of America's "Good Will" in Chile has been over fifty millions a year.

Indifference or neglect will throw that away.

Chile was one of the few nations of the world which reduced its national debt during the late war.

Chile's national credit was good enough for a \$24,000,000 loan from American bankers without the pledge of specific government revenues required from many other countries.

Chile's present new administration is directing itself energetically to the national problems of labor, education and finance.

Chile is a friendly market in which the present "Good Will" asset of American manufacturers may be easily and inexpensively maintained against the good times which are coming again.

*"El Mercurio" is the dominating newspaper interest in this great country with daily issues in Santiago, Valparaiso and Antofagasta.*

*"ASK EL MERCURIO ABOUT CHILE"*

S. S. KOPPE

A. B. CHIVERS

## S. S. KOPPE & COMPANY

Advertising representatives of El Mercurio in the  
United States

TIMES BUILDING



NEW YORK

*A well established distributor, with good credit and cash, asks us for a line of cotton hose for men, women and children. Manufacturers only.*

# Selling Executives through the Workmen's Well-Being

How the Benjamin Electric Mfg. Company Sells the Thing behind the Product

**A**NYTHING that touches on output, production and morale in a plant to-day is the thing which by its very nature is of the greatest interest to management.

There have been some very interesting developments lately in selling to the executive a thing which the workers are going to use, through the effect it would have on his workmen.

The Benjamin Two-Way Plug has been advertised to consumers for a period of years, but the Benjamin Electric Manufacturing Company realized that it had a greater thing to sell than any one particular product. In this company's campaign to farmers, described in detail in *PRINTERS' INK* of June 3, 1920, the idea that the farmer is a business man and that his farm is the plant whereon he produces the things he sells, was emphasized. Correct illumination in this case meant Benjamin outdoor fixtures over the milk house door, the barn door or any place where work has to be done in the dark. Loading wagons for market, with its attendant stumbling around over obstacles, was shown to be a useless method of spending the hours before dawn, when much work is done on the farm. It was shown to the farmer that not only did he need light in his business, but light that was properly directed and distributed.

In the same manner correct industrial illumination is a matter which has been receiving more and more attention from business executives, as it is important in increasing production and in cutting down labor turnover more than the mere product can be sold in the advertising. It was decided that the selling appeal should be made not upon the particular products or system of lighting, but upon what it would do for the men in the plant, and

thus what it would do for management in holding its men.

The entire campaign was written from the standpoint of the industrial executive. Before the campaign was released dealers who sold Benjamin products were apprised of the reason for the new sales appeal and their suggestions were asked in making it more efficient. A dealer broadside was prepared containing five proofs of the forthcoming consumer announcements. This broadside was sent to the list of dealers, with enclosed post cards.

## DEALERS TOLD THE "WHY" OF CAMPAIGN

"The enclosed proofs of a few of our announcements to the American industrial world will, we believe, justify our statement that we are telling this big story on a scale and in a way that measures up to its importance," said the broadside. "The object of this circular is to post you in advance of our efforts to drive home to industrial executives the many clear-cut advantages of Correct Industrial Illumination, so that your work in distributing Benjamin reflectors will be easier, quicker and more productive to you." The dealer was asked to spend ten or fifteen minutes in a careful study of the announcements enclosed. The following request was made:

"After reading them through you may have an idea or two that you believe would strengthen this effort. If you have, send it in. An addressed postal card is enclosed for the purpose. In any case, we would appreciate hearing from you. Put your ideas on the card and drop it in the mail soon. Thank you."

The copy was written not from a straight sales angle, but from the standpoint that an improperly lighted factory costs far more for

*Nearly Every-  
body Worth  
While Reads  
Cosmopolitan.*

Today—a week before publica-  
tion—March Cosmopolitan is  
oversold. Dealers are asking for  
thousands of copies that we can-  
not supply.

February 21, 1921

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# ADMINISTRATION

## The Journal of Business Analysis and Control



No new magazine was ever given a more enthusiastic reception than that accorded **ADMINISTRATION**. The fact that most of the 15,000 subscribers guaranteed for the first issue subscribed before its publication shows the demand for such a magazine and is evidence of the confidence held by its publishers. Business men who will give up \$5.00 for a magazine prove that they are willing and eager to patronize those who can supply a real need. That is the class of buyers it pays the advertiser to meet.

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# ADMINISTRATION

is a magazine that will carry your advertising message straight to the people who are really interested in what you have to offer.

## ADMINISTRATION

appeals to men in positions of responsibility—men who place contracts—men whose "yes" or "no" is the final word.

## ADMINISTRATION

is read from cover to cover. Men who pay fifty cents a copy for a magazine itself, with no other inducement, have good reasons for doing so.

## ADMINISTRATION

is a 100% advertising medium—because every subscriber is a potential buyer of your commodity or service. There is no waste circulation.

## ADMINISTRATION

serves a class of readers hard to approach through any other medium, solid, sincere business men who act quickly once they are convinced.

We are ready for your investigation of circulation, policies and future plans of ADMINISTRATION. Our present advertising rates are based on the actual paid circulation of the first issue. A contract made now will protect you against the inevitable advance in rates as the circulation increases. Rate card and full information upon request.

## The Ronald Press Company

20 Vesey Street, New York

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illumination than one which is properly lighted. Figures were quoted to prove that poor lighting caused 12 per cent less production, 25 per cent more spoilage, and 25 per cent more accidents.

Instead of emphasizing in the copy the fine quality or reasonable price of the product sold, the appeal was made primarily on labor turnover decrease, fewer accidents, less waste, greater production, raised morale, easier and more pleasant work. Advertising which does more than merely sell the goods is coming more and more into favor as its efficiency is being proved. A man who really sells service can prove how his product will help in the vital matters affecting the very heart of business to-day, and he has a far better chance of securing the favor of the public than manufacturers who make their talk on price and quality in the product alone. Light is a bigger subject than any particular product in its field and the Benjamin company hooks its product to the big thought in every line of prospects to whom it appeals. In the industrial field it builds another distinct asset—the good-will of the workman in the factory.

As a by-product it has an effect of the greatest importance to any organization selling things to-day which will affect the workers. Anything new put into a plant is apt to be looked upon with suspicion unless the workers themselves have been made familiar with it beforehand and have been made to want it before it has actually made its appearance. Makers of automatic 'stokers, machinery of all kinds, conveyors and the many other things which are designed to supplant unskilled labor and thus raise the type of work the human has to do, have found that it pays them greatly to win the workers' good-will before the thing is put into the plant. Many of the large firms making labor-saving devices have made it a point not to sell the management of the plant unless the labor in the factory is sold also. Each

element may be convinced of the advantages to itself of securing the new equipment. Anything new put into the plant which is not used or which is resented by the workers loses its efficiency and does not give good service. The Benjamin Electric Company, in addition to selling the industrial executive upon the quality behind the product, is building up for itself good-will among the men whose co-operation will make its product most useful.

### Advertising as a Salesman

During the boom in business soliciting buying orders was almost unnecessary, as the goods created their own demand and acted as their own salesmen. With the demand larger than the supply the distributor tried to make his stocks go as far as they could in covering as broad a class of trade as possible. Now, however, the shoe is on the other foot. There is a surplus of foods of various sorts and a shortage in orders. Advertising has been called to act as salesman.

The California Prune and Apricot Growers are conducting a prune advertising campaign, with specialty work as a feature; the California Walnut Growers' Association, the California Almond Growers' Exchange, the California Lima Bean Growers' Association, the California Associated Raisin Co., the Oregon Growers' Co-operative Association and others are all now engaged in conducting more or less active campaigns to move their products. Soliciting orders, which threatened to become a lost art, is being studied from every angle.—*New York Journal of Commerce*.

### R. W. Graham with "The Century"

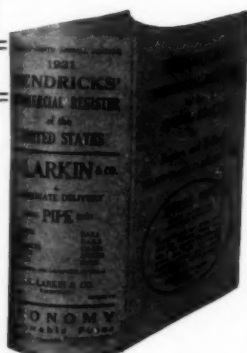
R. W. Graham has joined the Century Company, publisher of *The Century*, *St. Nicholas*, and *American Golfer*, as assistant to R. T. Stanton, who for more than twenty-five years has been Western manager of the Century Company, at Chicago.

### David Gross Advanced by Osgood Studios

David Gross is now art director, in charge of the illustration and fashion departments, of the Osgood Studios. Mr. Gross has been with the Osgood Studios for the last two years.

### Made New Haven Manager of United Advertising Corp.

Oliver B. Ober has been appointed manager of the New Haven, Conn., office of the United Advertising Corporation.



## Where Buyer and Seller Meet

**Universal Use:** HENDRICKS' is found in constant use in business houses, large and small, from coast to coast and in foreign countries. Investigation has shown that there are many users for every copy of the book sold. Purchasing agents, business executives and department heads, engineers and plant superintendents—the men whose decisions mean contracts and orders—consult this volume regularly.

2

## In The Mechanical Field

☐ In the mechanical industries, *Hendricks' Register* is unusually comprehensive. There are over 15,000 classifications of as many different kinds of machinery and supplies, including the names and addresses of the manufacturers of practically every kind of machine and operating supply used in the production of raw materials and in the manufacture of finished and semi-finished products.

☐ Every type of tool or machine used in producing or working ore, metal, wood, fibre, textiles, clay, rock, cereals, chemicals and thousands of other products in their many shapes and forms, as well as the raw materials themselves, may be easily located through these lists. By giving a wider knowledge of what the market affords it oftentimes is the means of securing a more suitable material or machine than now in use.

☐ Mills and factories of every type, railroads and shipyards, which use mechanical supplies, are to be found under suitable headings in this volume. A special list of over 15,000 machine shops and foundries, classified according to the exact type of work done, makes this an invaluable guide for all who sell to such firms.

☐ By no other means are buyers and sellers of mechanical materials, supplies and equipment brought together so effectively as in HENDRICKS' COMMERCIAL REGISTER.

☐ Send for rates and specimen pages.

Member Audit Bureau of Circulations

Departmental Member Association of North American Directory Publishers

## Hendricks' Commercial Register of the United States

HENRY H. BURDICK, TREASURER AND MANAGING DIRECTOR

70 FIFTH AVENUE AND 2 W. 13TH STREET, NEW YORK, N. Y.

SAN FRANCISCO  
HEARST BUILDING

CHICAGO  
508 SOUTH DEARBORN STREET

TORONTO  
219 DUNN AVENUE

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

## GENERAL MAGAZINES

	1921	1920	1919	1918	Total
American .....	32,256	56,914	28,648	23,595	141,413
Red Book .....	24,301	38,491	26,044	19,564	108,400
Review of Reviews .....	26,110	31,808	22,268	15,246	95,432
Physical Culture .....	*25,591	*34,034	*17,918	15,827	93,370
World's Work .....	22,367	31,723	20,608	16,584	91,282
McClure's .....	12,905	26,336	16,023	14,676	69,940
Metropolitan .....	13,819	21,629	14,843	16,951	67,242
Harper's Magazine .....	15,467	21,978	15,512	13,386	66,343
Scribner's .....	16,459	24,668	12,028	12,075	65,230
Sunset .....	16,107	26,782	9,975	11,723	64,587
Photoplay .....	16,911	20,687	13,417	8,782	59,797
Cosmopolitan .....	20,711	†	19,705	18,905	†59,321
Atlantic Monthly .....	16,942	21,584	10,335	8,053	56,914
Motion Picture Magazine .....	*12,757	*22,487	*12,631	7,313	55,188
Everybody's .....	6,364	15,330	8,556	19,692	49,942
Century .....	11,812	17,472	10,598	9,290	49,172
American Boy .....	9,753	15,393	12,000	7,700	44,846
Hearst's .....	10,787	†	11,399	17,583	†39,769
Boys' Life .....	8,834	16,122	7,454	6,912	39,322
Boys' Magazine .....	4,483	7,435	5,010	5,351	22,279
St. Nicholas .....	5,740	5,748	4,828	5,160	21,476
Current Opinion .....	*6,681	*3,664	3,841	7,019	21,205
Munsey's .....	4,480	8,091	4,032	3,784	20,387
	341,637	468,376	307,673	285,171	1,402,857

\*New size. †3-year total. ‡February issue omitted.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	66,432	106,440	67,776	62,266	302,914
Ladies' Home Journal .....	*69,797	104,080	55,563	46,468	275,908
Pictorial Review .....	43,590	785,525	35,782	25,800	190,697
Woman's Home Companion .....	46,400	61,800	36,200	27,960	172,660
Good Housekeeping .....	41,691	†59,755	26,432	27,217	165,095
Harper's Bazar .....	32,813	54,248	27,367	29,861	144,289
Delineator .....	*33,095	51,568	27,972	23,629	136,263
Designer & Woman's Mag. .....	26,911	40,280	23,447	19,735	110,193
McCall's Magazine .....	29,405	*30,665	*23,800	11,826	95,696
People's Home Journal .....	20,230	27,952	14,800	13,941	76,923
Modern Priscilla .....	26,374	26,374	25,272	9,985	70,743
✓Mother's Mag. & Home Life .....	13,940	12,200	10,150	10,212	46,502
Needlecraft .....	14,282	14,335	9,426	6,059	44,320
	459,360	675,778	371,987	314,778	1,821,903

\*New size. †Dec., Jan. and Feb. combined. ‡Jan. and Feb. combined. §These two magazines now combined.

## CLASS MAGAZINES

System .....	42,519	58,892	48,829	43,740	193,980
Popular Mechanics .....	40,810	50,016	34,660	29,728	155,214
House & Garden .....	32,355	38,277	17,881	24,294	112,804
Vanity Fair .....	26,505	35,708	23,832	26,664	112,709
Country Life .....	32,659	41,800	25,032	23,187	122,678
Popular Science Monthly .....	*18,853	*34,266	*16,405	20,863	90,387
House Beautiful .....	17,222	18,007	8,502	11,087	54,818
Theatre .....	*12,446	18,144	8,312	7,838	46,740
Field & Stream .....	11,806	9,363	7,081	8,150	36,400
National Sportsman .....	10,396	8,909	7,953	7,603	34,861
Outing .....	3,373	5,420	4,574	5,730	19,097
	248,944	318,802	203,061	208,881	979,688

\*New size.

## WEEKLIES (5 JANUARY ISSUES)

Saturday Evening Post .....	266,672	360,608	*169,850	*141,931	939,061
Literary Digest .....	94,281	166,315	*85,402	*61,228	407,226
Collier's .....	*35,155	†108,549	*56,959	*65,817	266,480
Town & Country .....	†43,559	†55,849	†41,505	†40,732	181,645
Leslie's .....	21,322	†33,919	†33,449	*34,144	122,834
Scientific American .....	†16,238	†32,311	†22,578	†28,635	99,762
Christian Herald .....	16,298	33,472	21,957	20,907	92,634
Outlook .....	*18,017	*25,145	22,266	22,859	88,287
Life .....	*18,190	25,816	15,264	18,226	77,496
	529,732	841,984	469,230	434,479	2,275,425

†3 issues. \*4 issues. ‡New page size.

GRAND TOTALS .....1,579,673 2,304,940 1,351,951 1,243,309 6,479,871

SEPH X. G.  
Eastern  
Publishing M.  
392 Broadway  
New York



The only  
woman's  
magazine  
to show a  
gain

—evidence of  
soundness in our  
recommendations and  
prophecies made to  
those advertisers who  
contributed to the  
final result

JOSEPH X. GOORIS  
*Eastern*  
Advertising Manager  
1152 Broadway  
New York

**Mother's**  
*Magazine and*  
**HOME LIFE**

PAUL R. SMITH  
*Advertising Director*

JOHN D. BREWER  
*Western*  
Advertising Manager  
180 N. Wabash Ave.  
Chicago



## The ODHAMS Route to the British Market

In variety of interest, in influence, in all-round effectiveness the publications of the Odhams Group are unrivalled among British periodicals.

The beauty of make-up of a few of the best known are here shown. Every class of worthwhile reader is catered to by one or more of the group and Advertisers who contemplate opening up on the British market are invited to communicate with the Advertisement Manager, Odhams Press Ltd., for advice (interested but sound) on the subject of efficient advertising in Great Britain.

Principal Publications of  
**ODHAMS PRESS LTD.**

<b>Weekly</b> JOHN BULL THE PASSING SHOW LONDON MAIL PICTURES EVERYWOMAN'S	<b>Sunday</b> NATIONAL NEWS SUNDAY EVENING TELEGRAM  <b>Monthly</b> PICTUREGOER PAN IDEAL HOME
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**PHILIP EMANUEL**  
Advertisement Manager  
**ODHAMS PRESS LTD.,**  
Long Acre, London, W. C. 2, England

# The Exporter's Reference Library

Must Vary to Suit Individual Requirements

By Archibald J. Wolfe

Former Commercial Agent of the United States Department of Commerce

THE export manager is almost constantly in need of specific information. When he needs it, he needs it in a hurry. Whether he plans a selling and publicity campaign or merely desires to determine where a certain letter came from, the envelope of which had been carelessly tossed aside or appropriated by some budding philatelist, hardly a day passes that he does not realize that an essential part of his equipment and education is familiarity with sources of information, and that having these sources handy will save time and money.

It is true that in the case of any emergency problem someone may be found who knows. But passing puzzles on to outside agencies takes time and is frequently unsatisfactory. For this reason every export manager realizes the need of a little reference library to which he may turn with the assurance of finding the information wanted.

Information is all around us. But unfortunately it frequently consists of uncorrelated and irrelevant data. Who has not smiled at the fill-in paragraphs in the country newspaper, where a dozen facts may be stated in as many terse sentences, which at one time or other might conceivably be of service, but which are pointedly unserviceable in the haphazard form of their presentation? Information, to be of value, must be systematized and in such shape as to allow instant consultation when required. This is what makes the daily edition of "Commerce Reports," published by the Department of Commerce, of less value than the indexed quarterly volumes, unless someone in the office takes the trouble of filing clippings daily and indexing them.

In arranging a handy reference library, the export manager will

find it serviceable to instal a simple decimal indexing and cataloguing method. This method will vary in the case of each individual export director, and the example given here should be followed merely as a hint rather than adopted literally.

## WHAT EXPORT LIBRARY SHOULD YIELD

Ordinarily the following problems would come within the range of information which an export manager would desire to have in his reference library: 1. Figures for exports and imports for various countries—*statistical*. 2. Location of foreign places, principal ports, routes, etc.—*Geographical*. 3. Addresses of firms and individuals, lists, names of importers, exporters in various markets, by articles—*Directories*. 4. Official data regarding government, corporation taxes, commercial laws, courts. Many countries publish annuals dealing with these matters. This gives the classification *Annuals*, although the export director may require sufficient legal information to instal an additional *Legal* classification. 5. Duties on goods imported into and exported from various countries, drawbacks, etc.—*Customs Tariffs*. 6. Information relating to the exporter's own line—steel, textiles, hardware, boots and shoes—one or more lines, as the case may be—*Specific*. 7. General information regarding business methods of the world—*General*. 8. Information on taxation, litigation, bankruptcies, etc.—*Legal*. 9. Banking and finance may be of interest to him likewise, and handbooks on banking, financing and credits will give the next classification—*Financial*. 10. It is conceivable that a mass of miscellaneous information may be also wanted, giving the classification—*Miscellaneous*.

Now in suggesting a handy reference library for the use of the export director there is a great danger of suggesting either a little less than needed or a little more. This is a matter for each director to decide for himself. I shall endeavor to point out the books that are simply indispensable, and I shall also include some merely for the reason that I have found them useful to myself, in giving information to others in numerous instances. There are many export managers who may never have a call for some of them, and again there will surely be some to whom one or the other will prove a god-send. Finally I must brave the inevitable criticism of omission. Almost every export manager will be in a position to point out one or more books that in his opinion should have been included in my list. It is unavoidable to omit books that have been of help here and there—as an all-comprehensive list would be unwieldy. The export manager's handy reference library must be eclectic, leaving out much that is here suggested for the reason of inadaptability to the requirements of an individual instance, adding others for the reason of special requirements of an individual instance. And the reader is urged kindly to remember that it is a *reference* library that I am suggesting, containing books which are consulted for reference purposes, rather than books containing general information and requiring uninterrupted reading.

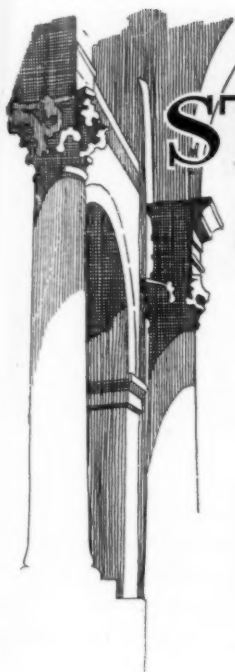
The export manager must have on his desk, and on the desks of his assistants, a copy of the *Exporters' Encyclopedia*, which is a complete shipping guide, published annually in New York, with weekly supplements. This book is too well-known to export men to be described here. For the rest we will consider, under the heads mentioned above, various books which will be found helpful in the reference library of an export manager.

**Statistical.** The Bureau of Statistics of the United States Department of Commerce publishes

annual, quarterly and monthly reports of import and export statistics of the trade of United States with foreign countries. In November, 1920, a new classification was introduced, containing a more scientific arrangement of commodities than heretofore and adding numerous new headings. These publications may be obtained from the Bureau of Foreign and Domestic Commerce in Washington, and its agencies in New York, Boston, Chicago and elsewhere. The use of statistics implies much thought if it is to be of service. It is an excellent indication of trading possibilities in a given country to find that so many thousand dollars' worth of a given commodity had been shipped there in certain years, the quantities increasing from year to year or intermittently. But it is frequently necessary to consult the statistics published by the other side as well. It is possible, through booksellers specializing in foreign books, to procure statistics of the United Kingdom, Canada, Australia, New Zealand, South Africa, India, China, Argentina, Mexico, Peru, Chile, France, Italy, Spain and many other countries. China and Japan publish books of statistics in the English language. The use of statistics published in other countries (exclusive of British possessions) implies a knowledge of foreign languages. The Bureau of Foreign and Domestic Commerce from time to time publishes extract translations of foreign statistics.

#### GEOGRAPHICAL REFERENCE WORKS AND ATLASES

**Geographical.** An up-to-date atlas and a gazetteer must not be missing from the library of an export department. A fully satisfactory post-war atlas has not yet been published. The atlas found most satisfactory is the German *Steiler Atlas*, published in Gotha, of which there exists also an edition in the English language. The list of localities given in its index is the most complete I have seen anywhere. Lippincott's *Gazetteer* has also a rather-complete list of



# STABILITY draws trade

Your business strong  
in itself respects strength  
in others.

A rugged financial  
power supports our  
house built upward  
successfully over twenty  
years.

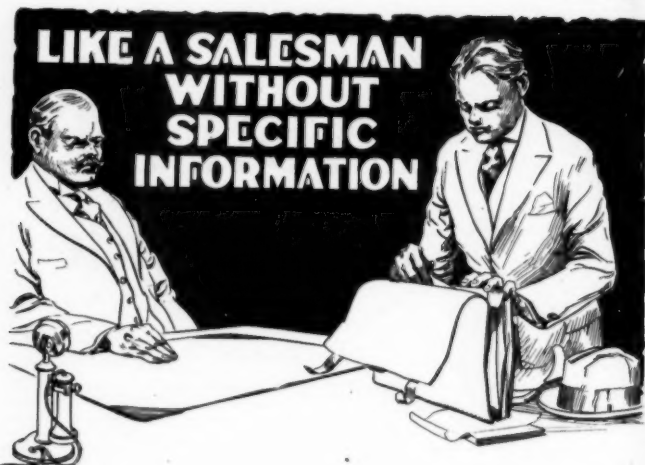
Business in vast volume  
comes to us. We serve  
great names high in  
American Commerce.  
Agencies and advertisers  
who like prestige in  
service,

Consider the leader of the field  
**LOUIS KRAM INC.**

*Pioneer Business-makers for 20 years  
among Foreign Speaking Millions of U.S.A.*

299 Broadway

New York City



**B**UYERS are impatient. They have no time for the salesman who must get in touch with the office for information.

Incomplete trade advertising is like a salesman without specific information. The copy may be good—the mediums excellent—the time appropriate—but if it fails to furnish detailed buying information the advertising cannot close the order.

If every prospect could be supplied with the detailed information needed to purchase intelligently, trade advertisements would greatly swell the sales volume of the products advertised.

The Chilton Plan enables an advertiser to place the definite, detailed information required for purchasing in the **CHILTON AUTOMOBILE DIRECTORY**, in the form of a permanent catalog space, and to use the Chilton Symbol in advertisements in other mediums to indicate where this buying data may be found. As every known buyer in the automobile business receives a copy of this standard reference book, the information is instantly available.

We'll gladly supply full particulars about this plan.

"It's the connecting link between publicity and merchandising advertising."



**CHILTON AUTOMOBILE DIRECTORY**

Market and 49th Streets

Philadelphia, Pa.

names, with some general information for each, but is a little behind times. Rather good little maps are found in Kelly's Directory of the World, which will be spoken of later. Sometimes the export manager, in endeavoring to locate a town, meets one or the other of the following problems: A town with a Spanish name. The letterhead gives no indication of the country. The envelope with the stamp has been thrown away. There are several towns of the same name in as many different Spanish-speaking countries. Ascertain the day of the arrival. Learn the steamers from Spanish-speaking countries which arrived on the day preceding. Gauge from the date of mailing: a letter mailed twelve days back could not come from Argentina, Peru, Chile, etc. By a process of elimination and the consultation of directories it is often possible to solve this puzzle. And a strict rule against the detaching of envelopes and stamps from foreign correspondents will prevent the problem from arising at all.

Towns in many countries are spelled in a variety of ways. This is true particularly of India and other Asiatic countries. Busrah can be spelled in half a dozen ways. This is a fault so frequent in India that concerns doing business with India should procure a copy of the Indian postoffice guide, which gives varieties of spelling. A town by the name of *Korforiduah* appeared on a letterhead submitted to the writer the other day. It was not to be found on any map. The general appearance of the letter, however, had the unmistakable impress of a mission-educated West African, and by consulting the Mercantile Yearbook and Exporters' Directory, London, 1920, the writer found it to be a town on the Gold coast, with a dozen branches of Liverpool firms.

The writer does not recommend, unless space permits, the inclusion of general books on travel in this section. But Ernst B. Filsinger's traveling guide to

Latin-America, published by the Bureau of Foreign and Domestic Commerce, a few Baedeker volumes, and the Japanese State Railways' guides to the Far East, as well as the works of E. N. Vose and J. Russell Smith on Commercial Geography, though not reference works properly, deserve a place in the export manager's library.

#### LONG LIST OF DIRECTORIES

*Directories.* Directories of World Trade are published by the English firm of Kelly (with an office in New York)—a most excellent publication, by Didot-Bottin in France, particularly good for French colonies. Excellent directories are obtainable for France (Didot-Bottin), for Germany (Deutsches Reichs-Adressbuch), for Austria and the countries established in the territory of the former Austro-Hungarian monarchy—Czecho-Slovakia, Hungary, Jugo-Slavia (Kompass Directory, in the German language), Spain, Portugal, Italy, Holland, Denmark, Sweden, South Africa, Argentina, Brazil, Chile, Peru, Panama, Mexico, Cuba, New Zealand, Victoria, New South Wales, Western Australia, Queensland, the Far East, India, Philippine Islands and other countries. There are agencies in New York which make a specialty of procuring these foreign directories. Or they may be secured through American Chambers of Commerce abroad, a list of which is given below. The nucleus of such a library is undoubtedly Kelly's Directory of Manufacturers and Merchants of the World, and if interested in fuller directories the export manager will try to secure other additional directories for the market of special interest to him.

There are also specific directories published, mostly in English-speaking countries, such as automobile directories of Australia, etc. Telephone classified directories are published in some progressive foreign cities where the use of the telephone has become popular. The Bureau of Foreign and Domestic Commerce



has also specific lists for special trades in many countries. A description of these lists may be obtained on application to the Bureau in Washington.

Much instructive information may be found in annuals that are published in various countries—being the developments of the old-fashioned almanac, and giving often succinct information about every phase of the country's commercial life. Few of these books find their way to the export manager's desk, but I have no hesitation in recommending some of them as containing information otherwise unobtainable. Australia has published a number of such year books—"Official Yearbook of the Commonwealth of Australia," "Official Yearbook of New South Wales," "Yearbook of Queensland," "Yearbook of Victoria." These give data concerning manufacturing establishments, population, taxes, etc. A yearbook is also issued by New Zealand.

In Europe interesting and important annuals are published as follows: Italy: "l'Italia Economica," in the Italian language, published in Turin. For Russia yearbooks have been published in the English language in London. Switzerland has the "Schweizerisches Finanz-Jahrbuch." Spain publishes "Anuario Financiero."

#### YEARBOOKS COVERING ASIA

In Asia we find the "China Yearbook," a most excellent publication in English. (Published in Peking and London.) An "Indian Yearbook" was compiled by the "Times of India" in Bombay. "Financial Annual of Japan," published by the Ministry of Finance in Tokio, and the "Japan Yearbook," edited by J. Takenob, Professor of the Waseda University, and published in Tokio, give data regarding the economic life of Japan. Finally for Japan an annual from the foreigner's point of view has been published by the Japan Times, Yokohama. The Japanese administration issues "Annual reports on Reform and Progress in Chosen (Korea)." The Government of the Dutch

East Indies publishes in the Dutch language a Yearbook of Netherlands East Indies, as well as occasional reference books in English.

There are yearbooks published in Africa as follows: "Drumkey's Yearbook of East Africa" (East Africa Standard, Mombassa), "Annuario do Mocambique" (in Portuguese), "Delagoa Directory" (Lourenco Marques), "Leader Annual and Gazetteer of East Africa" (at Nairobi), "Handbook of Nyassaland" (in London), "Official Yearbook of the Union of South Africa" (Pretoria), "Southern Rhodesia Yearbook" (London), "Annuaire du gouvernement general de l'Afrique occidentale francaise" (Paris).

The "Canada Yearbook," Ottawa, is a comprehensive publication issued by the Canadian Census and Statistic Office. "Handbook of British Columbia," published by the office of the Agent General of British Columbia in London.

Grenada and Jamaica, in the West Indies, are covered by the "Grenada Handbook, Directory and Almanac," and the "Handbook of Jamaica," the first published in London, and the second in Kingston, Jamaica. "The Mexican Year Book," published in London and Mexico City covers Mexico. A most valuable compilation is the "Argentine Yearbook," published in London and Buenos Aires, in the English language, and the banking firm of Tornquist has just issued a very fine handbook of resources and commercial conditions in Argentina. At La Paz, Bolivia, is published in the Spanish language the "Anuario Nacional Estadistico de Bolivia," and the "Brazilian Yearbook" is published under the patronage of the Brazilian Government by the Brazilian Review in English. French and Portuguese languages are employed in the "Annuaire du Bresil Economique," and "Anuario Brasileiro de Agricultura, Commercio e Industria."

Customs Tariffs. The International Customs Union, Brussels,



# Capturing the Eye is the Whole Battle

A BABY COOES, or a thrush sings, or a poppy inclines its tired head artistically, because each does it naturally. Alexander Pope said, "All Nature is but Art, unknown to thee". We favor simple type arrangement, because Simplicity is Nature's recipe for Art. What is farther away, yet nearer to view, than simple snow upon a mountain-peak? We set advertisements the artistic naturalness of which, "unknown to thee," captures the eye, for capturing the eye is the whole battle in an advertisement.

PHILLIPS & WIENES

*Typographic Servants*

160 EAST 25TH STREET  
NEW YORK



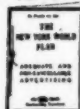
Editor & Publisher for January 15, 1921

## THE ROUND TABLE

(Conducted under the auspices of the National Association of Newspaper Executives,  
the newspaper department of the A. A. C. of W.)

WINS FIRST PLACE AS RETAILER PUBLICATION

### The World Retailer



A DIGEST OF MERCHANDISING IDEAS

Vol. 2. (NEW YORK) New York, September, 1920

No. 9

#### PRESENT BUSINESS CONDITIONS AND THE WAY OUT

Read What a Big Man in Business Says About the Causes of Business Depression  
and the Only Way to Avoid Hard Times. Every One Must Return to the Ideal  
of Real Service and Produce More if High Wages Are to Be Maintained.

McKesson & Robbins, Inc., now have over ten thousand employees on their payroll. This fact is significant when considering what Mr. Nevill says in the interview given below, regarding the relation between lower prices and continued high wages. Saunders Nevill began his business career at the age of seventeen in a wholesale hardware store in St. Louis. He rose rapidly to be sales manager and then became the head of a large and successful hardware business of his own. Nine years ago he sold this business to his employees and retired, spending the next five years in Europe. Later he was elected chairman of the board of McKesson & Robbins, Inc.

This little outline is not intended here to complement Mr. Nevill, but to show that he is in a position to know what he is talking about, and his broad experience lends weight to the impression of what he believes to be the only way to strengthen the structure of business and prevent its impending collapse.

Mr. Nevill says that commodity prices can not come down while most of the factors of cost stay up. Merchants are well supplied with goods purchased before the recession was considered and they will hold them until consumers want them and will pay prices that will yield the merchant a profit. The up-to-date merchant is a member of an association and the associations have carried a wonderful influence toward making better merchants of them, taught their better methods of carrying and stock buying and showed them to make a profit. — The Editor

The New York World was awarded first place in the symposium of retail publications made by a secret committee of the National Association of Newspaper Executives.

None of the judges in the symposium have any connection with the papers upon whose publications judgment was passed.

It is hoped by the directors of the National Association of Newspaper Executives that this symposium will lead other papers to issue publications of this kind.

Newspaper advertising can be built by such methods. Foolish practices of actually giving away printing, space, stamps, etc., followed by some of the papers, can be eliminated by the publishing of a house organ such as this, which at the same time will go forward building up.

There is only one advertising medium that will really move the goods from the shelves of the retailer to the house of the consumer and that is the newspaper.

publishes the customs tariffs of the world in English, while Kelly's Customs Tariffs of the World contain the same information in one bound volume, but lacking the periodical supplements which the former mails to subscribers. Compilations of foreign customs tariffs may be also procured from the Tariff Division of the Bureau of Foreign and Domestic Commerce, Washington, which has also compiled booklets of foreign customs duties relating to specific American products.

Specific. The Bureau of Foreign and Domestic Commerce has published and publishes continually monographs of its trade commissioners embodying the results of their investigations abroad, covering many specific industries, such as lumber, hardware, boots and shoes, machinery, automobiles, etc. Every now and then a list of available Bureau publications is issued, which should not be missing from the export manager's desk. From this booklet the export manager may select such monographs as are of interest to him. Into this division fall also specific clippings from Commerce Reports.

#### BOOKLETS OF BANKS

General or Miscellaneous. In addition to books of general information on subjects of interest to the export manager, such as Hough's "Practical Exporting," the writer's "Theory and Practice of International Commerce," Filsinger's "Exporting to Latin-America," the writer's "Foreign Credits" (published by the Bureau of Foreign and Domestic Commerce), the Bureau of Foreign and Domestic Commerce excellent work entitled "Paper Work in Export Trade" (showing details of documents needed in export practice), and the National Association of Manufacturers' "History of an Export Order," the export manager will here file several of the admirable booklets published by the National City Bank, Irving National Bank, Guaranty Trust Company, and others, which deal with the general financing of business with many foreign countries.

A list of these works may be had on application to these banks.

Periodicals. In conclusion it may be found advisable to subscribe to foreign trade journals—England, France, Australia, South Africa, India, Argentina, Brazil, China, Japan, have such publications. Almost all American Chambers abroad issue interesting journals of great value to the American exporter. The following is the latest complete list of these useful institutions:

#### LATIN AMERICA

The Chamber of Commerce of the U. S. A., in the Argentine Republic, Buenos Aires, Argentina.

American Chamber of Commerce for Brazil, 48 Rue de Alfandega, Rio de Janeiro, Brazil.

American Chamber of Commerce in Sao Paulo, Sao Paulo, Brazil.

American Chamber of Commerce, Calle Prat 271, Casilla 314, Valparaiso, Chile.

American Chamber of Commerce of Colombia, Apartado No. 11, Barranquilla, Colombia.

American Society of Peru, Lima, Peru.

American Chamber of Commerce of Mexico, 2 A Motolinia 23, Mexico City, Mexico.

American Chamber of Commerce, Monterey, Mexico.

The American Chamber of Commerce of Tampico, Tampico, Mexico.

The American Chamber of Commerce of Cuba, Horter Buildings 335, Obispo, 7, Havana, Cuba.

American Chamber of Commerce, Caracas, Venezuela.

American Chamber of Commerce, La Paz, Bolivia.

American Chamber of Commerce, Guatemala City, Guatemala.

#### EUROPE

American Chamber of Commerce in London, Inc., 8 Waterloo Place, Pall Mall S. W. 1, London, England.

American Chamber of Commerce in France, Inc., 32 Rue Taibout, Paris, France.

American-Belgian Chamber of Commerce, 4 Montagne du Park, Brussels, Belgium.

American Export Chamber of Commerce at Amsterdam, Raadhuisstraat 15, Amsterdam, Holland.

American Chamber of Commerce for Italy, Via Bocchetto 3, Milan, Italy.

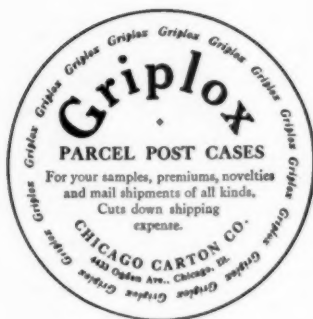
American Chamber of Commerce for Spain, Rambla de los Estudios 8, Barcelona, Spain.

Teneriffe-American Board of Trade, Santa Cruz, Teneriffe, Canary Islands.

American Chamber of Commerce for the Levant, Constantinople, Turkey.

American Chamber of Commerce in Sofia, 20 Rue Salonique, Sofia, Bulgaria.

The American Chamber of Commerce, Salonica, Greece.



American Association of Trade and Commerce, Berlin, Friedrichst. 59, Berlin, Germany.

American Chamber of Commerce, Rotterdam, Holland.

American Chamber of Commerce, Naples, Italy.

American Chamber of Commerce, Athens, Greece.

The Netherlands American Chamber of Commerce, The Hague, Holland.

#### ASIA

The American Merchants' Association, Harbin, Manchuria.

American Chamber of Commerce of China 5, Jinkoo Road, Shanghai, China.

American Chamber of Commerce, Tientsin, China.

American Chamber of Commerce, Hankow, China.

American Chamber of Commerce, Peking, China.

American Chamber of Commerce, Chang-sha, China.

American Association of Japan, Yokohama, Japan.

American Chamber of Commerce, Kobe, Japan.

American Chamber of Commerce, Vladivostok, Siberia.

American Association of Netherlands East Indies, Medang, Sumatra, D. E. I.

American Chamber of Commerce, Penang, Straits Settlements.

American Chamber of Commerce, Singapore, Straits Settlements.

#### AFRICA

Chamber of Commerce of the United States of America in South Africa, Johannesburg.

The Miscellaneous section of the export manager's reference library might be enriched by the inclusion of technical dictionaries in English and in foreign languages, as the individual requirements may demand. The *Deinhardt-Schlomann Technical Dictionary* in six languages, in several illustrated volumes, should be part and parcel of every export manager's handy reference library. The writer in conclusion realizes that he has omitted a recommendation of books on economics, on foreign exchange, on general export methods (in addition to a few mentioned), on specific topics such as marine insurance, freight forwarding, transportation, port facilities, etc. It is not the aim, however, of this article to furnish a bibliography of foreign trade, but to indicate how an export manager can start and catalogue and build up a handy reference library, and to point out some useful reference works, leaving it to the individual to fill up gaps.

## Dear Mr. Sherbow:

I am told that you publish a set of four volumes called Sherbow's Type Charts for Advertising, in which one sees imaged hundreds of combinations of text, headlines, borders, subheads, and so on—so that a man struggling with a layout can find almost any combination he is likely to think of, all set up and ready to look at. This beats guessing "how it will look." It beats having a printer set it up experimentally, while closing dates draw grimly nigh. It sounds like giving us fellows the vividly accurate mental eye of the trained typographer.

What do you charge for a set? What do the Charts look like? Can a man take a set on trial without committing himself to buy?

Let me have full details, by mail. Don't send a salesman. Yours truly,

(Remove only this coupon)

MY NAME \_\_\_\_\_

MY POSITION \_\_\_\_\_

MY FIRM \_\_\_\_\_

OUR ADDRESS \_\_\_\_\_

To BENJAMIN SHERBOW,  
50 Union Square, New York

# Sherbow's Type Charts for Advertising

*"Everything visualized"*

## Finish Your Dessert At The Dinner Table—Don't Keep A Special Supply In The Bathroom

Beware of the False Sensation of Cleanliness

**M**ANY people imagine that because a dentifrice tastes like a charlotte-russe flavored with cough syrup it must necessarily be good to clean teeth with.

Yet the flavor and the pretty color of a dentifrice are of the least possible value when it comes to cleaning the teeth, removing the film, overcoming the acid, and preventing tooth decay.

The fact that CALOX—The Oxygen Tooth Powder—is a delightful dentifrice, pleasant and refreshing to the taste, is only incidental. It wasn't planned for palate-tickling purposes.

The real object of CALOX is to clean teeth, and clean them well—and to remove all sources of decay.

"PASTE A FINE CULTURE GROWTH FOR GERMS"

Also, many of the ablest dentists in this country are now decidedly of the opinion that tooth pastes are only a very poor imitation of what a really effective dentifrice should be. Many of them are actually harmful.

For the glycerine, gelatin, soap, sugar and oil with which most tooth pastes are liberally loaded, are the very foods a germ would select to feed on, and to raise a fat family in—if he had his choice.

At any rate, in every hospital and in every bacteriological laboratory—where medical men make a business of cultivating germs so as to find out which are which—sugar, gelatin and other such ingredients are used in order to coax such germs to grow.

It would be well to bear these facts in mind next time you order a dentifrice—and select a *powder*.

WHAT HAPPENS WHEN FILM AND MUCOUS PLACQUES MEET CALOX

When CALOX is wet with water or the mouth fluids it forms Milk of Lime and Hydrogen Dioxide. These dissolve the film and mucous plaques that protect bacteria of tooth decay.

At the same time the oxygen—Nature's own antiseptic—destroys the germs and the decaying particles of food in which the germs grow. CALOX is so pure and fine that it is completely soluble in the mouth fluids. No hard particles can form around the gum margins—as with ordinary powders or tooth pastes—to help bring on pyorrhea.

OUR GUARANTEE AND YOUR TEETH

Use CALOX for two weeks—brushing your teeth before retiring and upon arising. If your teeth are not whiter, cleaner and "feeling" better; if CALOX isn't the most satisfactory dentifrice you have ever used for preserving the teeth and for making the brushing - the teeth task pleasanter WE GLADLY REFUND YOUR MONEY.



McK & R

**McKESSON & ROBBINS**  
INCORPORATED  
Manufacturing Chemists  
Established 1833 New York City

## Wants Manufacturers to Standardize Cartons

Standardization of cartons in which shirts, underwear, pajamas and other articles of men's wear are packed by manufacturers is a task to be considered by the National Association of Retail Clothiers, which will shortly confer with a committee of the manufacturers on the subject. The movement was started at the Wisconsin State convention of the clothiers in Milwaukee, February 8-12. Former president Henry L. Boehm, of La Crosse, Wis., secured the adoption of a motion asking the national association to take up the problem at the earliest possible time.

"Before the war days," he said, "cartons and boxes were well standardized. During the war, innumerable sizes cropped out. This was through no fault of the manufacturers. They were up against it. The store fixture manufacturers have pretty well standardized their products. The shelves are usually 22 inches deep, and many of the boxes only 10½ by 18 inches. In recent times shirt manufacturers have used cartons 10½ by 9½, leaving the backs of shelves empty. But the worst of it is that when you remove these shirts to put them into the showcases, they cannot be shown to advantage unless refolded. Consequently, they present an unsightly and unattractive appearance and that hurts sales of such articles more than anything else. Customers have told me that they thought some of the shirts were 'second-hand'; that is, had been out of the store and returned; yet the shirts had just been taken out of the cartons."

## Were T'other Dear Charmer Away

The New York Wholesale Grocers' Association last week heard the chairman of its publicity committee advise the use of paid advertising to put the wholesaler's position before the public.

The objections to the advertising for this purpose were said to be the cost, the fact that sometimes the work should be purely local and the impression said to be created "that where you pay for and publish an item of defense, there must be some guilt."

Alluding to the success of the association's "publicity" efforts, the report said:

"In the New York City press, and in several of the leading monthly and weekly magazines, our energetic secretary has given to the public many well written and very educational articles. His work has spread all over the United States and a great number of very favorable comments on it have come to our attention."

## Newark Branch for Andrews Paper Co.

Walter G. Busse has been placed in charge of the H. P. Andrews Paper Company, New York, Newark, N. J., branch office.

# Something to Think About

A GREATER success is in store for many present advertisers who will cultivate readers who can think and who do think. Whatever else he may have learned, the college graduate has learned to think.

Twenty-five per cent of college graduates subscribe for, and read, their alumni magazines. This is a market of 140,000 *thinking* men who can be persuaded to think about your product.

The thirty-eight alumni publications have a combined circulation of 140,000 college trained men. You can buy this circulation by units of a thousand. Request a rate card for your file, or ask to see a representative.

## ALUMNI MAGAZINES ASSOCIATED

Madison Square 5064  
23 E. 26th St. New York

ROY BARNHILL, Inc.

Sole Representative

New York Chicago, Ill.  
23 East 26th St. Transportation Bldg.



**T**WENTY-EIGHT nationally known artists—with versatility of style and treatment—can produce creative art as diversified as the variegated hues of an April rainbow.

Many of the foremost national advertisers, advertising managers and advertising agencies have found in this organization a deeper understanding of pictorial art, and a clearer perspective of its relation to commercial development.

**LOUIS C. PEDLAR**  
INCORPORATED  
COUNSELORS IN ART  
246 Fifth Avenue-N.Y. City



## How, To-day, Should Salesmen Talk Advertising?

(Continued from page 12)

the sales force. Clasp the hands of the two forces is a headquarter's job not always well done.

But a hardware manufacturer has done it and done it well.

He has a long line. For various reasons it was deemed wise to advertise the line rather than to feature a few leaders. A very ingenious scheme of featuring the line in advertising was hit upon and adopted.

But an examination of sales records showed this: Practically every salesman had pets. Out of thirty-six men only two had over a period of time sold the line as a line.

This had to be corrected. Line advertising and individual item sales talk would simply be pulling against each other. The advertising was due to start in four weeks.

Every salesman was called to the home office. The whole thinking back of the advertising of the line as a whole was explained. The meeting was declared an open forum for the discussion of the kind of sales talk best designed to sell the line and best planned to complement the advertising—line advertising.

From the salesmen themselves came most of the suggestions which led to new sales presentations which are already *selling the line* instead of *mere items* in the line.

Here the value of a diplomat as advertising and sales manager was apparent. Instead of thrusting at his men what they *should* say he tactfully drew *from* them what they *wanted* to say. The few points they forgot they took away believing that they rather than headquarters had suggested them—thanks to skilful planting of these thoughts in their minds.

To-day thirty-six men are skilfully and effectively talking a



# Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>February 17, 1921</u>			
Edition Ordered	19,000	17,600	17,500
Actual Run	19,000	17,800	17,500
New Subscriptions Received	110		
(a) 6 mos.	15		
(b) 1 yr.	95		
(c) 3 yrs.	--		
Renewal Subscriptions Received	144		
(Prior to expiration 74 after expiration 70 )			
(a) 6 mos.	1		
(b) 1 yr.	143		
(c) 3 yrs.	--		
Net Paid Gain	75		
Net Paid Loss	--		
Total Paid-in-Advance Subscriptions	X 15,462	14,773	14,766
Newstands Sales	2,590	2,017	2,086
(a) American News (net sales)	2,201	1,762	1,831
(b) Direct Out of Town (net sales)	389	235	255
Voucher Copies Mailed to Advertisers	414	191	190
Uncut Copies for Bound Volumes	175	175	175
Complimentary	--		
Samples	21		
(a) Requested	21		
(b) Unrequested	--		
Office Sales—Current	97		
Changes of Address	1		
Duplicate Copies	7		
Back Numbers on Subscriptions	--		
Service	66		
Miscellaneous Office Use	77		
Total Number of Copies Printed Since January 1	132,326		
Average Edition from January 1 to Date	18,904	17,661	17,422

X *High Water Mark*

Signed *Frank H. Brooks*  
CIRCULATION MANAGER

## *To the business whose problem is* **FINANCE**

**I**T is not unusual for a sound, money-making business to reach a turning-point in its career. Its own growth or changed conditions create problems that must be solved if the business is to continue to prosper. Whatever form the problem assumes—whether it is a matter of expanding facilities, of intensifying sales effort, or changing location—it is almost always a **FINANCIAL PROBLEM**, often requiring more cash than is readily available.

You can easily find people who will raise money through the sale of doubtful securities to gullible investors. But for such money you always pay dearly, both in exorbitant commissions and in impaired credit. It is a poor way to solve your financial problem.

Our business is to aid going concerns in obtaining funds by proper methods and at proper cost. We are not bankers and do not make loans either as principal or agent. But if the facts warrant we will develop for you a sound financial plan, backed by clear proof, which will receive favorable consideration from reputable bankers and discerning investors.

If your business needs, or can use to advantage, additional credit or capital, we invite you to discuss your problem with us, in confidence and at no expense.

### **JOPLING & PERRIN** **REPORTS**

Telephone  
Bowling Green 7740

18 Exchange Pl.  
New York City

*Experience shows that bankers refuse more applications for credit because the right to the loan is not clearly proved than because the proper security is really lacking.*

line while yesterday two men were selling a line and thirty-four selling pet items in a line. All the while advertising is out playing their game and they in turn are giving the advertising a chance to do its work unfettered.

These thirty-six men are to-day showing proofs of a campaign advertising the line and in their talk definitely relating that advertising to the best interests of the hardware merchants' business.

They are pointing out to merchants how it will be necessary in these new times to reduce the amount of capital invested in tool stocks. They are sitting down beside the merchant with paper and pencil and showing him how he can reduce his necessary stocks of certain tools by eliminating many heterogeneous brands and *concentrating* on one well-known, well-advertised line.

They are showing hardware stores how much easier it is to sell an "X" brand saw to the man who already owns an "X" brand brace than it is to sell successively "X" brand braces, "Y" brand saws and "Z" brand wrenches. Already many tool stocks are being standardized as "X" brand stocks.

Thus advertising helps the salesman and the salesman helps the advertising. "United they stand."

#### HOW BIG IS A CIRCULATION?

The foregoing has dwelt largely with major issues brought about by the quick shift in business conditions. Of course there still remain many of the ever-present questions in the presentation of any advertising campaign by any sales force. For example, what is the best way to present the question of circulation?

One advertiser employs for national effect a medium of very large circulation.

Formerly the salesmen were furnished with elaborately prepared circulation charts showing in detail the circulation bought in every city in their territories.

This has all been dropped. Now the salesmen never quote circulation figures—they simply mention the medium employed. Why?



## Quality • Quantity Character

**A**LL THREE are of importance to advertisers, but to Advertisers of High-Class Goods and Service *Quality* and *Character* of a medium are vastly more important than *Quantity* of Sale.

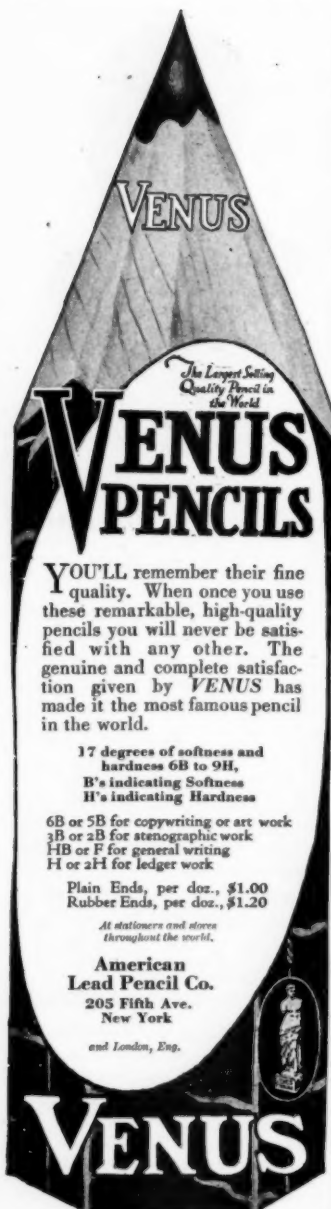
Very few *Quality* mediums have great *Quantity* sales but are none the less valuable for High-Class Advertising in their special fields.

But "PUNCH" has *All Three* attributes to an extent granted to no other British medium of its class:

#### Quality, Quantity and Character

which happy combination of values accounts for the fact that its pages are always full of the most desirable advertising.

ROY F. SOMERVILLE  
Advertisement Manager "PUNCH"  
10 Bowyer Street, London  
E.C. 4, Eng.



**VENUS**

*The Largest Selling Quality Pencil in the World*

**VENUS PENCILS**

**YOU'LL** remember their fine quality. When once you use these remarkable, high-quality pencils you will never be satisfied with any other. The genuine and complete satisfaction given by **VENUS** has made it the most famous pencil in the world.

17 degrees of softness and hardness 6B to 9H,  
B's indicating Softness  
H's indicating Hardness

6B or 5B for copywriting or art work  
3B or 2B for stenographic work  
HB or F for general writing  
H or 2H for ledger work

Plain Ends, per doz., \$1.00  
Rubber Ends, per doz., \$1.20

*At stationers and stores throughout the world.*

**American Lead Pencil Co.**  
205 Fifth Ave.  
New York

*and London, Eng.*

**VENUS**

Because experience taught that the average merchant's *conception* of the circulation of this medium in his city was greater than the circulation itself. When the figures were mentioned one common reply was, "Is that all?"

Salesmen everywhere seem to be getting an encouraging grip on the relation of their sales talk to the company's advertising.

The one-time salesman's opposition to advertising is dying out. In fact, several current campaigns have been largely brought about by the insistence of salesmen that the house have everything in its line that leading competitors carried—advertising included.

Around January 1 an agency man who was meeting with various clients' sales forces was constantly asked in anxious tones, "The house isn't going to cut down the advertising, is it?" A few years ago these very groups considered advertising as their competitor. Antagonists have become protagonists.

### Boston Better Business Bureau Officers

The Boston Better Business Bureau as now organized is officered by a president, vice-president, treasurer and executive secretary and counsel. It is governed by a board of fifteen directors.

The officers are: President, Charles B. Marble, former president Pilgrim Publicity Association; vice-president, Frank A. Black, vice-president Associated Advertising Clubs of the World; treasurer, Walter G. Dennison, Rice & Hutchins, Inc.; executive secretary and counsel, George Lewis Wilson.

The membership of the board of directors has not been finally decided upon. The members, in addition to the first three officers, that have been chosen are: Louis E. Kirstein, vice-president, Wm. Filene's Son's Co.; James C. McCormick, treasurer, United Drug Company; Louis L. Rivers, president, C. F. Hovey & Co.; Victor A. Heath, treasurer and general manager, F. Ferdinand, Inc.; John Shepard, 3d, vice-president, Shepard Stores; Richard L. Fenton, advertising agent; George R. Glendinning, treasurer, *Banker & Tradesman*, and Louis J. Rouleau, advertising manager, Penn Metal Co.

### Agency for Dillon Lens

The Dillon Lens & Manufacturing Co. account, of Bridgeport, O., has been placed in the hands of B. W. Hicks & Staff, of Wheeling, W. Va.

# P. P. C.

## Printing Facts

### now in book form

During 1920 we published a series of newspaper advertisements in the New York Times, the New York Tribune, and the New York Herald, entitled P. P. C. PRINTING FACTS.

They attracted world-wide attention. Thousands of people wrote in congratulating us and requesting that the whole series be put in more permanent form.

Here evidently was real information that people wanted and needed every day.

It became at once clear that such elementary facts as the number of words to the square inch in a given type, the standard sizes of envelopes, the best method for figuring the weights of paper, definitions of technical terms, etc., etc., are constantly wanted within easy reach for reference by any one who has anything to do with printing.

In response to this insistent demand, we made P. P. C. PRINTING FACTS into a book.

We take pleasure in announcing that all you need to do now is to send for your copy on your business letter-head.

Publishers Printing Company  
207 West 25th Street  
Telephone Chelsea 7840

# FIRST

The New York Times is accorded the preference over every other New York morning newspaper in advertising under these classifications:

<i>Dry Goods</i>	<i>Financial</i>
<i>Books and Magazines</i>	<i>Building Material</i>
<i>Schools and Colleges</i>	<i>Jewelry</i>
<i>Foodstuffs</i>	<i>Women's Specialty</i>
<i>Hotels and Restaurants</i>	<i>Shops</i>
<i>Men's Furnishings</i>	<i>Boots and Shoes</i>
<i>Automobiles</i>	<i>Railroads</i>
<i>Furniture</i>	<i>Steamship and</i>
<i>Real Estate</i>	<i>Travel</i>

thus showing its supremacy in the home, the library and the counting house. It is preferred by the largest and most successful advertisers in New York City.

In 1920 The Times published 23,447,395 agate lines of advertisements. It is a preferred medium for classified announcements, printing a larger volume of high-class want advertisements than any other newspaper in the United States.

The New York Times has no rival in extent of circulation, being distributed in 5,000 cities and towns of the United States. The net paid sales of the Sunday edition are in excess of 500,000 copies.

The Times goes into more first-class homes and reaches more of the thousands who demand the best wares than any other New York newspaper. In advertising volume and gain during the year 1920 it led all other New York Newspapers.

## The New York Times

*"All the News That's Fit to Print"*

# How Letters May Lose Good-Will

Inefficient Correspondence and Inattention to Details May Cause Customers to Quit without Saying Why

By Charles Henry Mackintosh

**GOOD-WILL** may be defined as a feeling of satisfaction based upon satisfactory service and service is never satisfactory until after it has been tried and tested. It is not enough that good goods shall be provided, because nowadays that is the rule rather than the exception. So, the deciding factor in the satisfaction of a customer must always be the manner in which the account is handled after once it has been secured. The good-will of the customer then usually depends upon the proper performance of what the creative brains in business are so apt to regard as "petty details"!

Some years ago one of the largest wholesale hardware concerns in the world was brought to the very brink of bankruptcy by some mysterious cause, the nature of which could not be determined for a long time. Dealer after dealer ceased to do business with the concern without giving any reason for his action. He just quit and that was all.

Very few business men realize how seldom their customers do give reasons for not wanting to do business with them any more.

Not long ago investigation into the record of the great establishments on State Street in Chicago revealed the fact that 75 per cent of all the customers that stopped dealing with a particular store never gave any reason for so doing. They just quit and started to deal with another store.

That was what had been happening in the case of this great wholesale hardware concern. So many dealers had quit that it became urgently necessary to find the reason for it before the concern was driven out of business entirely.

Portion of an address before the convention of the Eighth District Conference, A. A. C. of W., held in St. Paul.

Before the reason could be detected it became necessary to organize a staff of special investigators who were sent out into the territory not to sell goods but simply to interview the dealers to find out from them how they had been impressed with the goods and service of the company.

For a few weeks they could not secure any information from the dealers that would tend to explain the surprising slump. In most cases it appeared that even those dealers who had quit the house did not themselves know why they were "sore" at it. At least the only reason they would give for discontinuing their dealings with the house was that the other fellow's salesman had just happened in at the psychological moment and so had landed the order. When they were asked whether they might be counted upon for orders in the near future, however, their replies at once became evasive and it was evident that a very dangerous spirit of dissatisfaction with the service of the house had been created in some way, although the dealers, as a general thing, did not desire to enter upon argumentative discussions concerning it.

## TOO MUCH TALK TO SETTLE SMALL DIFFICULTY

At length, however, one of the investigators encountered a dealer who did not object to a scrap, and as soon as the object of the visit had been announced the investigator found that he had a very healthy one on his hands. This dealer started out by saying that he would never buy another nickel's worth of goods from that concern, and explained his attitude by bringing out fourteen letters which he had been compelled to exchange with the house in order to secure a trifling adjustment involving an amount

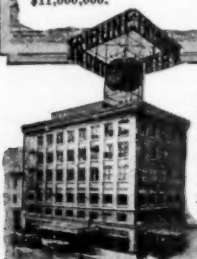
**Oakland Tribune** HOME EDITION

**Oakland, California**

**HOME OF FACTORIES**

☐ The fastest growing manufacturing city on the Pacific Coast. Ideal water and rail transportation make for this, together with increased labor efficiency as a result of superior working conditions.

☐ Sixty-five new industries came to Oakland in 1920, with a capital investment of more than \$11,000,000.



*The TRIBUNE renders excellent merchandising co-operation available for an actual or prospective advertiser.*

## Here's a Great Market—

The managers of office buildings are big buyers of products used for operating and maintaining such structures. Paint, varnish, soap, cleaning compounds, lighting fixtures and glassware, paper, partition materials, heating and electrical supplies, hardware, etc.—are bought in large quantities.

The men in this very productive and important field are also deciding factors on materials and equipment for new buildings. This enormous buying power can be reached through



and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

139 N. Clark St. Chicago

of about \$5.40 on some goods which had been delivered to him in bad order.

The replies to his communications had been so general in character that he had been compelled to take time from his real work again and again to restate and to explain the situation upon which he based his claim for adjustment. His last letter reached one of the heads of the concern and brought a satisfactory settlement, but not until he had become thoroughly disgusted with the situation and with the house responsible.

Further investigation along the lines of this clue uncovered scores of similar situations, all centering upon inefficient correspondence and emanating from the head office.

The scene of the investigation was then shifted to the head office and a search was made through the letter files in order to find out just how the correspondence of the house had been handled during the period of the slump.

It was discovered that there had been apparently an epidemic of very short letters during that period, and upon further inquiry it developed that this epidemic had its inception in a general house memo sent around by a vice-president of the concern, containing quotations from an article which he had read in a business magazine, emphasizing the fact that business letters should be brief. "Put it in a paragraph if you can; certainly not in more than a page," said this article. "A busy business man will not read a letter of more than one page."

Realizing his own reaction to lengthy letters, this executive had accepted these statements as axiomatic and had sent them out to every correspondent in the house without realizing that brevity does not necessarily coincide with shortness. A letter may be brief without being short, because brevity is a term descriptive of conciseness, while "short" is defined as "inadequate, defective, deficient, abrupt, petulant." Concise means "condensed or terse" and "terse"



# Texas Leads in Agriculture

(Ranks Second in Live Stock Values)

Also Produces \$815,000 Worth of Crude Oil Daily

Farming is the chief industry of this great State. The value of the twenty-one principal crops for 1920 follows:

Cotton .....	\$277,200,000
Corn .....	146,328,000
Oats .....	29,106,000
Wheat .....	27,391,000
Barley .....	190,000
Rye .....	72,000
Potatoes .....	5,148,000
Sweet Potatoes..	12,148,000
Rice .....	11,942,000
Tame Hay .....	14,633,000

Wild Hay .....	\$3,345,000
Broom Corn .....	448,000
Apples .....	702,000
Peaches .....	1,488,000
Pears .....	474,000
Cabbage .....	5,904,000
Onions .....	5,608,000
Peanuts .....	8,563,000
Sorghum .....	780,000
Cowpeas .....	2,038,000
Grain Sorghums..	73,800,000

The United States Department of Agriculture credits Texas with \$435,000,000 worth of live stock as of January 1, 1921.

This enormous wealth was created and will be spent by just one class—TEXAS FARMERS. It will be spent for clothing, food, household goods, automobiles and accessories, trucks, farm implements, dairy equipment, etc.

TEXAS leads in good road building. Bond issues to the amount of \$86,000,000 were authorized by the various counties in Texas during 1920. Wisconsin was second with \$36,000,000. Pennsylvania was third with \$21,000,000. TEXAS produces more than \$815,000 worth of crude oil daily.

THE SEMI-WEEKLY FARM NEWS leads in TEXAS farm circulation. Its circulation is strongly concentrated in the richest farming sections—it goes to the fireside of agricultural Texas. It is read with equal interest by the farmer, the wife and the children. More than 30 years of faithful service to farmers in its territory has built up a clientele and a reader confidence of great value to those whose wares are sold to farmers.

TEXAS circulation more than.....100,000

OKLAHOMA circulation more than 25,000

For detailed circulation statement and advertising rates address

## The Semi-Weekly Farm News

Dallas, Texas, and Galveston, Texas.

J. D. LORENTZ,  
Manager Eastern Office,

728 Tribune Bldg., New York.

WALTER J. SCOTT,  
Western Representative,

927 Marquette Bldg., Chicago, Ill.

(Member of A. B. C.)

# **POLISH POPULATION**

IN THE

# **UNITED STATES**

# **4,500,000**

**T**HESE prosperous people have raised one-third of a billion dollars in United States Government Loans. They are fond of all good things—like other good Americans.

Here is an opportunity for Advertisers to reach a most responsive people in their familiar tongue.

Our Service Department prepares translations that are understood by the Poles,—we maintain a complete Service Department co-operating with our clients who require trade statistics in merchandising their product.

## **800,000**

**CIRCULATION**

At less than 50c per page per thousand readers.

**PALUSZEK BROTHERS, Inc.**

*Sole Authorized Representatives*

**Aeolian Hall Bldg., 42nd Street**  
**NEW YORK**

**Advertising Building, Chicago**

**Warsaw, Poland**

is defined as "elegantly and forcibly concise."

So a letter might contain two pages of closely spaced text and still be brief, because it stated everything that had to be said in the most concise form possible, but no one would call such a letter short.

Distinctions such as these, however, are not to be expected from the routine workers of any business. On the reverse, self-interest dictated that they should interpret the order to mean that their letters in the future were to be kept short. Each of them had only so much mail to dictate each day, so the shorter the dictation on each letter, the less actual work each had to accomplish in the course of the day. Naturally enough, under these conditions, it began to be the ambition of each correspondent to see just how few words he could put into each letter and in many cases replies to correspondence became little more than acknowledgments, and statements that "the matter was being looked into."

#### THE WRONG WAY AND A BETTER ONE

For example, a dealer might write into the house:

"On May 20th we ordered from your house twelve cases of your 8563a and have heard nothing of them since. Please advise when these goods were shipped and by what road. Also please start tracer but repeat order in the meantime as we are in urgent need of the goods."

The correspondent who handled the letter replied:

"Beg to acknowledge receipt of your valued favor of June 2d. In reply will state the goods in question were shipped promptly and we regret to learn that they have not yet reached you. We are entering a duplicate order to-day and trust you will have no further trouble. Thanking you for past favors and soliciting a continuance of your business, we are."

You see the principle behind that letter is to "waste" the least possible time upon it—to answer it from the desk without looking



## The Best Sellers—

are those goods which have the most distinctive and attractive packages. Today, every manufacturer who is getting out a product is confronted with this problem:

"Can I make my design sell more goods?"

Certainly, a well-thought-out, carefully planned package design, wrapper, folder, booklet, label, hanger, etc., will help you sell more goods. A unique design helps customers remember—makes it easy for them to buy again and again.

The Karle Lithographic Co. will be pleased to work with you in developing distinctive sales-producing advertising designs.

One of our branch managers or representatives will call and help you with any matter pertaining to lithography.

## KARLE LITHO-GRAPHIC CO.

Offices and Plant  
ROCHESTER, N. Y.

NEW YORK BOSTON  
512 Fifth Ave. 7 Water St.

CHICAGO ST. LOUIS  
130 N. Wells St. Ry. Exchange Bldg.

PHILADELPHIA  
Fidelity Mutual Bldg.

BALTIMORE  
Equitable Building

# LAYOUT

**WE SET** your type *with or without layout.* We'll follow specifications to "the dot of an i" or we'll give you the fruits of our typographical experience.

**Telephone Fitz Roy 2719** for helpful service in advertising composition.

**Ad<sup>y</sup> Agencies'  
Service Company**  
*Typographers*  
**209-219 W 38 • NEW YORK**

*Set in Goudy Bold*

## Equip Your Staff With Ad-Essentials At A Glance

Every agency worker, newspaper and magazine man, advertising manager, assistant and copy writer needs this handy device reference card.

Gives at a glance, type sizes and type styles; words to fit space; agate and pica rules; proof-reading marks; printing matter sizes; and other printing and engraving information. All on one substantial 8 1/2 x 11 card. Now in daily use in hundreds of advertising offices.

**Single Copy Price, \$1.**

**Five copies to same address, \$3.**

**Ten copies to same address, \$5.**

Write for special prices in larger quantities, for advertising classes. Now in use in 8 Universities and Colleges.

Send Currency, Money Order, or Check direct to Author (Instructor of Advertising at Toledo University, and for 12 years advertising writer).

**MAURICE ELGUTTER**  
932-3 Nicholas Building  
TOLEDO, OHIO

up or calling up to secure any of the essential information upon which a complete reply would have to be based.

The curse of the routine correspondent is this very habit of "dictating from the desk," feeling that it is his job merely to write letters and forgetting that the chief reason for writing letters is to convey information from one mind to another and that information usually consists principally of facts. The motto of the good correspondent then should be a revised version of the old advice to the cook: "First, catch your facts."

In consequence of the wasteful time "economy" of the correspondent in this case, the dealer was left without a single essential fact bearing upon his questions. He wanted to know when. He was told "promptly," which is no answer at all. He wanted to know by what railroad or express company the goods had been shipped and this question was ignored entirely. It should be obvious, too, that he would like to have these same facts upon his duplicate order; and sooner or later something will have to be said about what he is to do with the original order, if it shows up, and the proper place to settle that question is right in this same letter.

That little example eloquently explains the letter-writing methods that brought this formerly great wholesale house to the brink of bankruptcy. It wasn't the "important" letters involving big sales or large collections that counted in this case. The probabilities are that all such communications were handled by the possessors of the creative brains in that business.

The trouble came through the little everyday letters dealing with the details of the business and, after all, the success of even the biggest single sale depends upon the manner in which the details connected with it are put through. The seller may be satisfied when the order is entered on the books but the buyer will not be until the goods are safely on his shelves.

## Third Among American Newspapers in volume of advertising for 1920

Detroit News .....	28,117,238
Chicago Tribune .....	25,725,870
<b>Los Angeles Times</b> .....	<b>25,631,718</b>
Pittsburg Press .....	24,776,570
New York Times .....	23,450,000
Baltimore Sun (Evening and Sunday) .....	22,357,384
Cleveland Plain Dealer .....	22,006,572
Washington Star .....	21,052,986
Chicago News .....	19,988,766
Columbus Dispatch .....	19,292,310
St. Louis Post-Dispatch .....	19,062,680
Philadelphia Inquirer .....	18,385,500
New York World (Morning and Sunday) .....	18,327,190
Detroit Free Press .....	18,258,744

## Overwhelmingly First in Southern California

<b>Los Angeles Times</b> .....	<b>25,631,718</b>
Examiner .....	16,598,498
Herald .....	15,603,490
Express .....	15,240,526
Record .....	8,388,926

The Los Angeles Times is the only morning or Sunday newspaper used by Los Angeles department stores. The judgment of these expert space-buyers is backed up by the universal experience of every one, as shown by its enormous lead in classified advertising.

## The Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,  
Harris Trust Building, Chicago—225 Fifth Avenue, New York

## Facts!

1. Corrected sales-weakness, on 3-day field investigation; saved client \$1420-a-month loss.
2. Sales manual, 209 pages, own compilation, made official textbook, leading school of economics.
3. "Couldn't be advertised": ¼-page copy pulled \$2000 order overnight; \$2800 directly traceable.
4. Product-identification idea so successful, stolen by 3 competitors until legally restrained.

5. From "Printers' Ink," in 1 month, 6 editorial boosts (unsolicited).

8 years' seasoned Big Agency experience, all fields. 2 years technical paper, trade investigation, editorial feature writer, director sales promotion. College man. Now Copy Chief with creative-supervisory duties on national campaigns billing \$50,000 a month, of which 4 showed net appropriation-increase, past 6 months, \$80,000. Wish to retain copy identity. \$5720. Start April 1st. Write "G. N.", Box 150, P. I.

## A Woman Who Thinks While She Works

Experience covers writing sales promotion letters to dealers and consumers; keeping sales force scheduled; also watching its progress and need of assistance; writing export letters; giving home service in domestic appliances; writing up orders for executive offices and shops and yet other functions.

Rare training; immense willingness. Young enough to accept guidance. Ability.

"S. I.," Room 68, 20 West 34th Street, New York.

## The Virtues of Automotive Vehicles

"The automotive industry is now as it has been a most powerful factor in the development of business, economic and social structures that now all unite to make this country an outstanding factor in an interdependent world." *Automotive Industries* says in a booklet that it has prepared that shows the great numbers of specialized manufacturers that depend upon the welfare of the automobile. Regarding some of the other virtues of the automobile it says:

"The economic value of the automotive vehicle has proved itself beyond all question. From coast to coast it has built interlocking transportation up to the immediate needs of the hour. It has furnished thousands of feeders from the rural districts direct to steam lines of transportation. It has made supply distribution in great cities speedy and economical. It has been a big factor in the solving of our manifold building construction problems. It has given quick interurban freight transportation. The handling of mails and express has been facilitated in the matters of speed gained and quantity transferred. Increasing automotive traffic in weight and volume furnishes the pressure back of large and small road building enterprises. Its growing demand for more and better roads is being met.

"The automobile has revolutionized the living conditions of the city dweller, the 'urbanite' and his rural brother. Through its adaptability it has given the city dweller quick transportation on business or pleasure. It has reduced housing congestion in cities through the building of suburban towns within striking distance of over-populated centres. It has given the farmer opportunity for social intercourse with his neighbors and his friends in surrounding towns. It has broadened the lives of hundreds of thousands, made fresh air and recreation possible where before little opportunity for such existed. Summing up, it has amalgamated all types of dwellers through the making of city, town and country quickly accessible to all."

## "Quincy" Cigar Account with Berrien Agency

The Breslin-Campbell Company, maker of the "Quincy" cigar, Boston, has placed its account with the Berrien Company, Inc., New York.

The Lord Dry Dock Company, New York, ship repairs, has also placed its account with the Berrien agency.

## M. F. Emrich with Glidden Company

M. F. Emrich has been made general sales manager of the industrial division of The Glidden Company, Cleveland. Mr. Emrich was formerly vice-president and general manager of the Campbell Paint & Varnish Company of St. Louis.

# Don't

let go—even to get a better hold—business is on the upgrade and we mustn't let it slip back. Publicity of the right sort will push old Adversity into his hole and sit on the hole.

If business folks will just keep their heads and loosen up with some judicious advertising they'll just naturally keep going and help to bring prosperity to all.

Speaking of Judicious Advertising—you know what we mean—

## THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

910 So. Michigan Boulevard, Chicago

Published Monthly by the International Association of Rotary Clubs  
Send for Booklet "In Testimony Whereof"

## LA RAZON

### BUENOS AIRES

#### A Newspaper With a Selling Punch

Buenos Aires, city beautiful, Hub of Commerce and Shipping of South America, unexcelled in commercial importance!

"LA RAZON"—the great afternoon daily of Buenos Aires, with three editions. Its advertising columns command respect and cordial response from the readers. The largest circulation of any Evening Newspaper in South America.

Write for booklet and rate card, Avenida de Mayo 760, Buenos Aires, Argentina, or to the following American Advertising Agencies:

Horatio Camps Advertising Agency, 62 Cortlandt St., New York.  
The Foreign Advertising & Service Bureau, 234 Fifth Ave., New York.

Johnston Overseas Service, 277 Broadway, New York.

T. B. Browne, Ltd., 7 East 42d Street, New York.

Atlas Advertising Agency, 450 Fourth Avenue, New York.

A. R. Elliot Advertising, 62 to 68 West Broadway, New York.

Morse International Agency, 449 Fourth Avenue, New York.

Curtiss Special Agency, 450 Fourth Avenue, New York.

The Export Advertising Agency, Transportation Bldg., Chicago, Ill.

J. Roland Kay Co., Conway Building, Chicago, Ill.

The Newspaper That Believes in Americans



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

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Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 934 Title Insurance Bldg., Los Angeles; 214 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

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NEW YORK, MARCH 3, 1921

## A Half-Million-Dollar Lesson In Service

Three years ago a New England concern, making a greatly improved household utility, closed its doors, after spending three years and more than half a million dollars in trying to make and market it in a big way.

A few days ago, the ex-president, the ex-sales manager, and the ex-advertising manager of that concern all happened to meet at the Yale Club in New York, and they forthwith arranged to lunch together. Naturally the conversation turned to their experiences of three years before.

"Looking back after three years, we all agreed what the chief trouble had been," said one of the three to PRINTERS' INK. "Our advertising and selling got too far ahead of our service and ran the company onto the rocks."

The utility or appliance—which, by the way, had to be installed more or less permanently in the house—was unquestionably a good one. It appealed to women instantly because it saved them a great deal of time and labor, and gave them hours of extra freedom from household cares. In fact, it was accepted so eagerly by the public that the company immediately grew ambitious and started to sell and advertise it nationally, notwithstanding the fact that it was hardly out of the experimental stage.

Everything went pretty well at first, but presently complaints began to come in regarding the first models which had been out in use for a few months. A woman in Detroit was having trouble with her appliance and the dealer who sold it to her was unable to fix it, and wrote a sharp letter to the company. From Buffalo came a similar report. A hurry call for a service man and an executive from the company came from down in Pennsylvania where a woman was almost killed through using one of the appliances when it was out of order.

From then on that company had constant calls for service from irate consumers and angry dealers all over the country. Only a factory-trained service man could be trusted to handle these, for the appliance generally had to have structural changes in cases where trouble was experienced. For nearly two years the company had technical men chasing all over the country rolling up heavy traveling expenses giving service to customers hundreds of miles apart in a frantic effort to save the appliance from getting a black eye with both users and dealers. (And this on an appliance selling for only \$75 in the first place.) But it was a losing fight.

The three men sitting at luncheon three years later agreed that

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if they had it to do over again they would develop the market by cities, two or three at a time, advertising locally until everybody in those cities knew the name and fame of the appliance, and that they would keep a well-trained service man in every one of those cities to keep the appliances in order and report back to the factory every little thing that developed as they got up against service conditions.

It would have been slower going at first, but it would have saved time in the end. As the ex-president summed it up, "If we had done that six years ago when we first started, instead of getting so ambitious right at first, I'm convinced that we'd be national advertisers to-day, instead of being in the business cemetery. I've learned my lesson, that with some types of products advertising and selling and service must go along together, but it cost me half a million dollars to learn it."

### **Advertise Convictions**

There is scarcely any portion of the daily newspapers more eagerly scanned these days than that containing news of plants reopening. And such news is of course most legitimate and interesting. Yet Julius H. Barnes, president of the Klearflax Linen Rug Co., as told in these pages recently, purchased full-page advertising space in newspapers to tell the public his action in going back to full-time production. If every man who makes the same decision will advertise in similar big space, the day of real courage and prosperity in business will be brought much nearer.

With greatly improved conditions, the big thing still holding back industry is doubt. Every city and town has some man or group of men that has a conviction now is the time for everyone to go ahead, to buy what is necessary and get as quickly as possible to a level of sane, normal business activity. Every such man is a logical prospect for a timely advertising investment right now.

A good salesman can always

point out to a courageous man the advantages of telling others about his earnest beliefs. The excellent habit of advertising a conviction can be made a good method of developing new advertisers.

Selling courage to others to-day is a public-spirited action—and it is very good business.

### **Earned Wages and Employment Policy**

George F. Johnson, head of the great Endicott-Johnson shoe factories, made a declaration of policy the other day which is significant to all men who work in producing and selling goods. In a letter to officials in his plant Mr. Johnson says:

"We do not want to cut down wages in our plant as most others are doing, but we must compete and sell our product in the open market."

He then points out that if every worker will fight for business, oust the parasite and practice real economy, there is every reason to believe they will win out in keeping wages where they are now. In thus pointing out to his workers and to the business world generally that the rate of wages depends entirely upon the workers themselves, this executive is doing a real service.

Wages do depend upon production, and selling. Teamwork between the producing and the sales end of a business produces the profits from which both capital and labor get their rewards. Earned wages, any manufacturer who is far-sighted is willing to pay. Good wages mean better standards of living leading to purchases of other men's products. A general reduction in the wages of all employees in a plant reduces the purchasing power of worthy and unworthy, efficient and careless, without distinction. It is more in keeping with our traditions to reward good qualities and encourage individual efficiency, and it is better business. A man actually earning a high wage by good production and teamwork is the ideal American consumer. He is the kind of man to whom our

advertising copy must be directed. Mr. Johnson's policy might well be emulated by other manufacturers who wish for a return to normalcy based on earned purchasing power.

**A Chance for a National Forestry Programme** High newsprint prices and resulting Congressional investigation have given impetus to attempts to establish a national forestry programme.

There is now on the House calendar a measure, introduced by Representative Snell, which would encourage forest conservation and development by the co-operation of Federal and State Governments with private owners.

The Federal Government would assume the leadership as it does in the work of constructing public highways. It would correlate and establish the necessary measures suitable for each timber section of the country and would offer financial assistance to the States accepting the regulations decided upon.

The aim of the bill is the regulation of our forest resources under a guiding hand that has a scientific basis for its actions and that can change its regulations to fit local conditions.

This bill has the active support of the American Newspaper Publishers Association and of Col. W. B. Greeley, of the Federal Forest Service. Other industries than the newspaper business are interested in securing its passage. Representatives of the National Lumber Manufacturers Association, Association of Wood Using Industries, National Wholesale Lumber Dealers Association and the National Forestry Programme Committee have made statements endorsing the policy outlined in the bill.

The great importance of the measure was brought to the attention of members of the House Committee on Agriculture recently by E. H. Baker, of the Cleveland *Plain Dealer*, who, speaking for the American Newspaper Publishers Association, said:

"We are not speaking for ourselves as business men. We are speaking rather for every individual in this broad land, because each one of us is, day by day, and every day, a user of wood in some of its varied forms."

### Advertising and Exhibitions

There is no doubt that an exhibition like the recent International Silk Show is a splendid accessory to a merchandising campaign. It did more than merely stimulate trade and arouse interest. It had definite educational value, especially for children. Hours of school-room talks on silk worms and the evolution of their product could not have the educative value of a few minutes before the Chinese and Italian women who were there reeling silk from cocoons, and the hand loom weaving textiles. With all the evident advantages in such an exhibition, there is one very serious danger to those exhibitors who have not yet discovered the value of national advertising.

A newspaper report stated that one evening an attendance of more than 18,000 was registered at the show, an attendance said to exceed the figures for any single day at any industrial exposition previously held in this particular exhibition building. Advertising leaders in the silk industry like Cheney, Mallinson, Migel, Belding and the rest who are accustomed to buying circulation by the millions, are not apt to be misled or attach too much importance to an audience of 18,000 on the best night of a show. But other firms not so capable of judging are apt to be given a wrong impression. It is their great opportunity to cash in on their participation in a successful exhibition by a consistent and steady advertising campaign to build steady future markets for a trade-marked brand. They have good and able leadership in their own industry. But if they are satisfied with an audience of 18,000 people, someone will be doing them a favor by showing how large an audience they can reach with advertising.

## THE VOICE OF YOUR BUSINESS



EACH letter you write is the voice of your business. Many times it carries an estimate, a contract, an agreement or at least a promise, which is a binding legal paper. You would not dare send such a letter marked "Dictated but not read." You give it the authority and endorsement of your signature.

But how about the stationery, the paper upon which the letter is written? Does it also speak with authority? Is it also the voice of your business? Does it also carry a signature that endorses the integrity and quality of the paper?

There is one name water-marked upon paper that carries the most serious and most binding contracts in the business world—government bonds, railroad stocks, debentures, short term notes, options, contracts, leases, mortgages, deeds, wills and insurance policies. That name is "Crane."

*100% selected new rag stock*

*120 years experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS



## PHOTO-ENGRAVING Salesman Wanted

One who has knowledge of the process, but not necessarily a practical etcher, finisher or operator. A man between 25 and 40 who can go out and talk intelligently of half-tone and line illustrations to a well-established up - state trade, can secure a very desirable position with an old and reliable engraving house. Call or telephone for appointment. H. J. Marx, 299 Madison Ave. Murray Hill 1223.



## MARYSVILLE CALIFORNIA

—The progressiveness of its people is expressed in the fine schools, churches and splendid public library. Reach them through their home paper, *THE APPEAL*—the morning paper of largest circulation north of Sacramento.

## LIVE 3 Directories BUYS of Retailers

30,000 Clothing and Furnishing Stores  
31,000 Dry Goods and Department Stores  
50,000 General Stores

(Only responsible merchants listed)

BEN WIENER CO., 128 W. 30th St., N. Y.

## The Master Letter Writer

INCLUDING THE

500 Master Business Letters  
BY AD-MAN DAVISON

Highest-Paid Letter Writer in the World  
48-PAGE BOOKLET SENT FREE

Address Desk 133

Opportunity Press, 681 Fifth Ave., N.Y.

## Glad to Read of Advertising's Bygone Days

SUNSET MAGAZINE

SAN FRANCISCO.

Editor of PRINTERS' INK:

I have read with a great deal of interest the article "Keener Judgment Needed in Buying Space," in *PRINTERS' INK* of January 20.

To one that has followed the trials, tribulations and vicissitudes of the publishing business for thirty years, as I have, your article brings up memories of bygone days that are best forgotten; the day when space was not sold on its merits, at least a large part of it, but on the personality of the salesman, his personal standing with the space buyer, how many drinks he had bought or would buy the space buyer, how much of a "touch" he was good for when needed by the underpaid space buyer. To one that has been in the business as long as I marvelous changes have occurred. One does not think of these changes, because they have been gradual, until an article of the nature of yours brings them to mind.

You mention Brent Good, Charles H. Fletcher and Dr. Pierce as representatives of bygone days of space buying. You have overlooked one that should be added to that group, namely, Charlie Rucker, who was for many years advertising manager of the S. S. S. Company, of Atlanta, Ga. He was the canniest space buyer I ever met. He knew circulations of newspapers and their rates, standing, etc., better than anyone it has ever been my privilege to know.

All of this has been changed, however, and for the better unquestionably. Advertising buying and selling is on a scientific basis as the buying and selling of any other commodity, and sentiment amounts to very little in the transaction. There is only one missing link as I see it, and until that is applied I do not think the chain will be complete. I refer to the matter of quality of circulation as against quantity. Neither the A. B. C. nor any other instrumentality has ever been devised which differentiates between quality and quantity of circulation. Some day someone will tackle this problem successfully, and the chain will be complete.

C. H. WOOLLEY,  
Business Manager.

## Wills Sainte Claire Campaign from Detroit Agency

The advertising of the C. H. Wills Co., maker of the Wills Sainte Claire motor car, is being placed by the Power, Alexander & Jenkins Co., Inc., Detroit. The C. H. Wills Co. is a new organization in the automobile field.

## New Cincinnati Specialty Company

The Henke, Roush Co., Cincinnati, has succeeded the Lemke, Myer Company, manufacturer of advertising leather goods and novelties.

## Do Your Advertisements Work Full Time for You?

*Sometimes the man who pays the bill feels that the bricklayer is only laying 500 bricks a day instead of the 1,200 he is capable of laying.*

If you have that feeling about your advertising appropriation and its results, why not get in touch with me?

A talk will entail no obligation. Strict confidence is assured.

I represent no agency and do not disturb present agency relations.



**CHARLES W. GREEN, M. D.**

607 Brunswick Building

225 FIFTH AVENUE, NEW YORK

Phone Madison Square 8134

WRITE FOR OUR FREE PORTFOLIO OF

## Illustrated Letter Heads

SEE HOW THIS SUCCESSFUL METHOD OF ADVERTISING  
CAN BE USED RIGHT NOW IN YOUR BUSINESS

Walton & Spencer Company, Chicago's foremost Offset Lithographers, have just issued an elaborate Portfolio containing over a dozen specimens of ILLUSTRATED LETTER HEADS and giving a comprehensive digest of their uses.

These letter heads—lithographed in colors by Offset Process—are being extensively used to build good will and sell merchandise direct to the consumer, or through the dealer.

Interested executives are invited to write for this valuable Portfolio; hand this ad to your stenographer and ask her to request it in your name.

The edition of these Portfolios is small; if interested write for your copy at once, before the supply is exhausted

## Walton & Spencer Company

PRINTERS

*Offset Specialists*

BINDERS

1241 S. State Street, Chicago, Ill.

# The Little Schoolmaster's Classroom

ANY morning a man who was out early or who had stayed up until daylight could see a little white newsboy go into the cemetery at Topeka, Kan. The word "white" in this connection is important. The little colored boy

covering the outlying districts and like qualities have often been cited as newspaper attributes. The Schoolmaster calls the attention of flabby, unflabby and other species of space buyers, however, to the fact that Sam Rades' subscription is not included in the total net paid. If Sam's habit becomes very common in the newspaper and periodical field, the Audit Bureau of Circulations is going to have an even more difficult task in its classification by occupation.

\* \* \*

The Schoolmaster has had the opportunity to look over proofs of a remarkable full-page newspaper series that will be used by the Manhattan Soap Company.

This company is trying an interesting experiment. Competition in soap lines is, of course, unusually heavy. The "beauty" idea is now on the top crest of a pop-

ularity wave.

These Manhattan pages are written and illustrated to fit the needs of specific territory. The pictures have to do with some specific thing or place in these towns—to provide local color and to arouse unusual reader interest.

Thus, in a page run in Jacksonville, Fla., a local situation will be talked. Water down in that territory is "hard." Ordinary soaps curdle the moment they come in contact with it. The Manhattan product will not, is the claim, and this point is strikingly featured in the advertisement.

**SWEETHEART**  
TOILET SOAP

The Soap  
that Lathers Best in

**PHILADELPHIA**

City Water  
Made Particularly  
for The People  
of this City

Manhattan Soap Co.

LOCALIZED COPY TO MEET LOCAL CONDITIONS

who used to have the route said: "No, suh, Boss. Der ain't nothin' doin' on that job. The cemetery stuff ain't in my line."

The boy who isn't superstitious, and who took his job, goes up every morning through the gate to the vault, which was built by Sam Rades. There is an electric light in Sam's vault which burns all the time. Sam himself is dead and buried, but before he died he had a twenty-year paid-up subscription to the Topeka Daily Capital. Sam made the contract before he died, and paid for it in advance. So the paper must be delivered.

Opening up new territory and

---

## ***What Merchants Foresaw the Business Slump of 1920?***

Department stores. And these merchants set out to get their normal business volume—and got it, as Federal Reserve Bank analyses prove. Have you studied the department store as related to your business? Do you know whether a distribution based on small dealers is really sound? Do you recognize the growing importance of the great city department stores?

Write for "*Points on Merchandising  
Advertised Products Through De-  
partment Stores*" and "*How to  
Judge an Advertising Agency.*"

**J.H. CROSS CO.**

**General Advertising Agents**

**214 South Twelfth Street - Philadelphia, Pa.**

Members  
American Association  
of Advertising Agencies

Members  
National Outdoor Advtg. Bureau  
Audit Bureau of Circulations

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## Young Man Has Good Job But Wants Hard One

Now copy writer and assistant copy chief for big national advertiser. Experience in merchandising from the ground up. Seeks a real man's chance, one with big opportunities where demonstrated ability will be rewarded. University honor graduate with original, practical ideas. Progressive, aggressive, adaptable. Willing to go anywhere. Address: Wide-Awake, Box 152, Printers' Ink.

## BARGAIN in Machine Finished Paper

Publishing house has for sale at very low price several tons high grade M. F.

34½ x 47 — 85

Will close out to highest bidder. Mail your offer at once to

**BOOT & SHOE RECORDER**  
207 South Street Boston, Mass.

**POSTAGE**  
**BUSINESS**  
**MAGAZINE**

Letters, Circulars, Booklets, Catalogs, House Magazines—if prepared and used intelligently—can sell anything.

**POSTAGE MAGAZINE TELLS HOW**  
\$2.00 a year—12 numbers.  
18 East 18th Street, New York

**Direct-Mail**  
**Advertising**  
**and Selling**

Philadelphia and Hartford and a long list of cities will be handled in this manner, the towns selected, by the way, being noted for peculiar hard-water conditions.

Thus a glaring headline reads: "The only toilet soap that will lather freely in Hartford city water."

An individuality is given the advertising and it has a direct application. The experiment is being watched with interest.

\* \* \*

Our grandmothers and their grandmothers were familiar with a certain elaborate label in colors, seen for generations on bolts of linen and muslin—a label, covered with apples and grapes and cherries and bearing the honored line: "Fruit of the Loom."

Now comes a rather distinguished newspaper campaign, which, as the Schoolmaster interprets it, has several important objectives. To begin with, "Fruit of the Loom" has never been advertised in a very aggressive way to the public, as compared with other lines. Prestige and years of popularity, have kept up the sales. Women demanded "Fruit of the Loom"; their daughters grew to do the same. But no product can forever disregard the advantages of the occasional campaign, and a younger and perhaps more thoughtless generation is to be educated. In this illustrated series, artistically designed and unusually good in typography, women shoppers are reminded that it will be unnecessary for them to "bargain-hunt" around the stores. For over seventy years this trademarked muslin has held supreme.

A third objective is to convince women that "Fruit of the Loom" should be purchased, not by the piece but by the bolt—and why. The advertising concludes, in each display, with a list of the things that can be made from the fabric.

\* \* \*

One who originates a vast amount of farm-paper advertising told the Schoolmaster recently that the 1921 brand of appeal, in this field, will lean heavily to



## When You Want Big Editions

We offer you an organization of specialists in every detail of printing and binding. Prompt, efficient service on a cost plus profit basis. Your request incurs no obligation. Special facilities for handling large orders of school books.

INTERNATIONAL TEXTBOOK PRESS  
Scranton, Pa.

### References:

John C. Winston Co.  
J. B. Lippincott Co.  
Century Company  
Silver-Burdett Co.



MAKING FARM PAPERS FOR GOOD FARM PEOPLE

### —and the 300 Mile Circle

Take your map. Draw a 300-mile circle on it with Des Moines as a center. Then study it. This is the world's greatest farm market and will justify the most intensive sales effort. "Iowa Corn Belt" is first in this circle, with 165,000 circulation. Use it.

DES MOINES . . . . . IOWA



**Howell Cuts** 

for house organs  
direct mail and  
ask for proofs other advertising

Charles E. Howell • 307 Fifth Ave. New York

Los Angeles—The largest city in the West

**IN LOS ANGELES**

IT IS THE

**EVENING HERALD**

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

**134,686**

**The Home Paper of Southern California**

REPRESENTATIVES

New York: Chicago:  
Lester J. Clarke, G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

**Artists**  **Designers**  
PRINTING CRAFTS BUILDING  
301 B'VAVE.  
N. Y.  
**Photo-Retouchers**  
**The MOORE STUDIOS**  
Newark Office: 216 Market St.  
Phone Market 5538

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

ASHLAND  7652

## BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG - 175 FIFTH AVE  
PLANT - PARTOLA BLDG - 100 WEST 21ST

### Help when you need it

Direct-Mail Advertising is especially valuable in a buyer's market. "The Mailbag" is its monthly text-book. Its articles are all inspirational in tone. They help you to ward off any attacks of "Old Gus Gloom". He is apt to slip his arguments over right now if you aren't fortified against them. "The Mailbag" tells you what to do, how to do it, and encourages you TO do it. Articles on every phase of Direct-Mail Advertising written by men who have tried the ideas out and seen them succeed. Truly the biggest dollar's worth in the Advertising Field. Send your subscription NOW.

MAILBAG PUBLISHING CO., 1200 D W. 9th St., Cleveland

**THE MAILBAG**  
A Journal of  
Direct Mail  
Advertising  
\$2.00 per year

### CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

**THE DRUCKER PRINTING CO.**  
133 Mercer Street, New York City

## WILL BUY Advertising Agency

With or Without "Recognition"

J. A. D., 41 Park Row, N. Y., Suite 104  
Telephone Cort. 4443

### Mail Order ADVERTISING

Twenty-seven years ago, when we started to write mail-order advertising, it was in its infancy. To-day it is only in its early childhood. There are opportunities almost completely neglected even now, in numerous lines, numerous countries and numerous languages. Investigate! 250 West 42nd St., New York. Phone: Bryant 5907.

**SCOTT & SCOTT**

THE HOME OF GOOD PRINTING

**The BEERS  
PRESS**

Makers of  
catalogs -  
booklets  
commercial  
printing

TRENTON, NEW JERSEY

"making it easier for the woman on the farm."

The farmer is growing a bit sensitive. It has been hinted to him that life on the farm means drudgery for women folks. They grow old before, their time, lose youth, their faces fill with wrinkles and their spirit is broken. The work tells on the farm woman because the farmer so often refuses to adopt efficient methods.

There is evidence to show that Mr. Farmer has turned. He will have no more of this. He thinks as much about his wife as any city man could. He will keep his better half young and optimistic.

Farm-paper advertising is apt to present this problem in many different ways. Entire campaigns will be built on the one basic idea of making life a lot happier for the farmer's wife. The labor question is not important now. The boy is staying on the farm because he is sure of a job there, regardless of business conditions, but Mother is held fast by a bond of duty. She could never leave. And now her day has arrived. The farmer must realize that it is his duty to provide her with every modern convenience.

There is no more important "laborer" on the farm than the farmer's wife.

### THOMPSON'S COLORGRAMS

are direct advertising  
in its  
most resultful form

**GEORGE SETON THOMPSON CO.**  
608 So. Dearborn St., Chicago



**LEO AARON'S  
ADVERTISING**  
**ARTISTS**  
EVERYTHING - PROMPTLY  
PHONE Vanderbilt 7558  
171 MADISON AVENUE  
NEW YORK

## Bill in New York Legislature to Tax Outdoor Advertising

A bill has been introduced in both houses of the New York State legislature which would tax almost every form of outdoor advertising. The levy would range from 25 cents to \$1.25 a square foot, according to the size of the advertisement and of the city, town or village where located. No tax would be for less than \$1.

Signs on country barns would be taxed, outdoor displays along the highways, circus bills on telegraph poles and fences and the electric displays along Broadway.

The same bill was introduced two years ago and passed in the Senate. The Assembly rules committee killed it, however.

## Change in Foreign Language Newspaper Field

Johansen & Treybal, Inc., foreign language newspaper advertising representative of New York, has taken over the business of G. H. Berg, advertising representative at New York of Scandinavian publications. Mr. Berg has been made a vice-president of Johansen & Treybal, Inc.

## Accounts with Chattanooga Agency

The R. P. Wood Advertising Service, Chattanooga, Tenn., is handling the accounts of the Buster Brown Hosiery Mill and Dixie Portland Cement Company, of this city.

## J. E. Atkinson with "The Billboard"

John E. Atkinson, formerly with Variety, New York, has joined The Billboard at New York.

## The PERMANENT BUILDER

The only building magazine devoted exclusively to permanent building materials and methods. Read for the "Reader Interest" story, circulation statement and rate card. CLARE C. HOSMER, A. I. A., Vice-Pres. 133 W. Washington St., Chicago

## Better Printing for Less Money

Best Printing—Best Service	Booklets or Catalogs at Low Prices
1000 Printed Book Letters... \$5.50	1000 Booklets 6x9 up from... \$4.00
1000 Printed Booklets 6x9... 6.50	1000 Booklets 6 x 12 up from... 6.00
1000 Printed Booklets 6 x 9... 7.50	1000 Booklets 9 x 12 up from... 10.00
1000 Printed Booklets 6x9... 8.50	1000 Booklets 12x12 up from... 12.00
1000 Printed Booklets 6x9... 9.50	1000 12-Page Booklets 12x9... 25.00
1000 Printed Booklets 6x9... 10.50	1000 12-Page Booklets 12x9... 35.00
1000 Printed Booklets 6x9... 11.50	1000 12-Page Booklets 12x9... 45.00
1000 Printed Booklets 6x9... 12.50	1000 12-Page Booklets 12x9... 55.00

SAMPLES FREE

SAMPLES FREE

E. L. FANTUS CO. 525 S. Dearborn St. CHICAGO

## Advertising Solicitor

Having Chicago office, will represent two or more trade or technical publications in Middle West territory, on a commission or salary basis.

Experienced. Highest References.

"WESTERN"

Room 407, 35 N. Dearborn, Chicago, Ill.

## PRINTCRAFT PRESS

Good printing for good advertisers.

"Difficult" printing a specialty.

213 W. 40th St., New York  
Near Times Square Bryant 131

## Resultful Sales Letters



Every letter a real live business getter. The most valuable set of letters ever collected in one volume.

Sales collection, complaint and adjustment letters. Sales promotion and correspondence information.

Prepaid \$7.50

JEAN JEROME EILER

125 N. Harvey Ave., Oak Park, Ill.

## Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lennox Bldg., Cleveland, Ohio.

## RDS

You could not duplicate this monthly service on sales, advertising and business conditions for \$1,500—yet it costs but \$15. Ask for March Bulletin and literature—sent free.

403 Meridian Life Bldg., Indianapolis, U. S. A.

The RICHEY DATA SERVICE

THE MILL EDITION OF

## Concrete

NEW TELEGRAPH BUILDING, DETROIT

REACHES ALL THE BIG CEMENT MILLS & LIME PLANTS. WASTELESS CIRCULATION

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

Young man reporter for weekly shipping publication in New York City. State age, experience, references and salary expected. Address Box 947, Printers' Ink.

WANTED—Copy Reader and assistant to telegraph editor. Permanent job. Must have had newspaper experience. In applying give references and work done. The Saratogian, Saratoga Springs, N. Y.

Young woman journalist for general office work. One with trade journal experience preferred. Reply fully, giving experience, age, nationality, religion and salary expected. Address Box 968, Printers' Ink.

### ADVERTISING SOLICITOR WITH ACCOUNTS

Advertising agency, established 15 years, splendid financial condition, fine reputation, has chance for solicitor in its New York office. Exceptionally liberal terms and other advantages best explained in interview. Address Box 948, P. I.

**SALESMEN**—Resident; for larger cities; to give full time to sale of our new book, "Commercial Engraving and Printing," to Advertising Managers, Printers, etc. An office help—not a book agent proposition. Price, \$15. Liberal commission. Commercial Engraving Publishing Co., Indianapolis, Ind.

### Young Copy Writer

Largest Texas advertising agency with several national accounts, needs copy writer immediately. College education preferred, but not required. Should be not less than 23 nor more than 29 years old. Must be willing to consider opportunity as well as immediate salary. In first letter state education, experience, age, whether married, salary expected and enclose photograph. Mid-Continent Advertising Agency, Dallas, Texas.

### A YOUNG MAN

A large, established manufacturing concern has an opening in its advertising department for a young man with writing and thinking ability. The position, which might be termed Assistant in publicity, house-organ and general advertising, will offer an excellent opportunity for development to the right young man.

He must be between 20 and 24 years of age, of good appearance and pleasant personality. His education and experience must be such as will enable him to develop rapidly to render real assistance in this work.

Applications must give details of age, nationality, education, experience and salary expected. Box 956, Printers' Ink.

WANTED—Young man or young lady catalogue compiler. Preferably one with Hardware experience. Answer in own handwriting, giving age, experience, and salary desired. Marshall-Wells Company, Duluth, Minn.

### Assistant Advertising Manager

wanted by New York company in foundry machinery field. State training, experience, initial salary desired, and personal facts. Quick action. Confidence assured. Box 978, Printers' Ink.

### WANTED

An editor for industrial plant newspaper; large organization; prefer man with plant-organ experience or man with human understanding who has worked as reporter and editor on small city daily. Splendid opportunity for development. Address Box 955, Printers' Ink.

### Newspaper Advertising Solicitors and Copy Writers

We have positions now open for competent men in New Jersey, Pennsylvania, New York, Illinois, Indiana, Wisconsin; salaries from \$35 to \$45. New openings constantly being added. We connect the wires. Registration free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

**A Printing and Engraving Salesman Wanted**—The Graphic Arts Company, of Hartford, Conn., require for their New England sales force a young man with selling experience in direct-by-mail advertising. Knowledge of art work and engraving essential. A wonderful opportunity for man who can produce results. State age, salary, and give full particulars in your letter—to P. O. Box 1428, Hartford, Conn.

### A Job With a Future

To a young man who can write advertisements, circulars and letters that will *sell things*, a young, rapidly-growing agency offers a worth-while present and a most promising future. The requirements are industry, originality, a thorough understanding of printed salesmanship and exceptional ability as a writer. Mail-order experience desirable. If you want to grow with this thriving agency in this thriving city where rents are reasonable, and prove your worth, state your minimum salary requirements and make your letter convince us you're the man we need. Address Chief of Copy Dept., F. A. Gray Advertising Co., Kansas City, Mo.

**Copy Writer Wanted**—Large manufacturer in central New England has an opening for a young man who knows how to write interestingly of technical products and who has a knowledge of cuts, layouts, printing, etc. When writing give details regarding age, education, experience, etc. Box 963, Printers' Ink.

**WANTED**—Resident salesmen in New York, Boston, Chicago, Cleveland, Philadelphia, to sell Foote Hand Made cards. We specialize in exclusive display cards and calendars for the manufacturer and retailer. Strictly commission, with exclusive territory. Live men can make \$10,000 a year. Foote Associates, Inc., 40 State St., Rochester, N. Y.

Wholesale house needs a writer of experience. One who can take a business idea and develop it easily and interestingly and produce an article of force and character. Experience in a small town General Store desirable. Permanent position. Give full details of business experience. State age and salary desired. Box 974, Printers' Ink.

A large Chicago wholesale house is looking for a man to direct the development of selling ideas and Sales Plans for retail stores. He must be an executive and merchant with small town General Store experience. A man who can visualize the needs of the present-day retail store, advise on retail store arrangement, window trim, accounting and advertising. Give full details of experience and state age and salary wanted. Box 975, Printers' Ink.

## District Salesmen

to appoint dealers for nationally advertised electrical specialty. Unusual co-operation. Unexcelled product. Exceptional opportunity for men of energy and ability. We are looking for two kinds of men—Salesmen experienced in selling dealers, and young college trained men who want to get the right start in an organization which is one of the leaders in its industry. Address Box 951, P. I.

### RETOUCHER

Specialist on machinery and mechanical subjects wanted by Service Department of printing organization in large industrial center. Only men capable of producing highest type of work need apply. Give experience in detail and salary expected. Box 949, Printers' Ink.

Prominent group of Agricultural publications has opening for experienced advertising salesman to cover Illinois, Iowa and Wisconsin. Resident of Chicago preferred. A real opportunity for a man with the necessary qualifications. Give full particulars about yourself and state salary required. Your letter held in strict confidence. Box 977, Printers' Ink.

### PAPER SALESMAN

We offer a genuine opportunity to a man who can sell paper.

We desire to interest the man who can produce in a big way and qualified on past performance to sell the volume of paper the position we have open requires.

If you have these capabilities write in detail about yourself. Such information will be held strictly confidential.

Box 983, Printers' Ink.

**SALESMEN WANTED**—Three substantial men, over 30, who can prove they have made good in other lines, to sell FIRST MORTGAGE REAL ESTATE GOLD BONDS. Permanent connection and large income assured to real producers. Must have gilt-edge reference. Drawing against commission. Interviews, 9 A. M., Room 414, 50 East 42nd Street.

### A PHILADELPHIA PRINTING ORGANIZATION

maintaining their own art and copy departments and already handling several national accounts, is desirous of adding to its sales staff a representative for New York City; also an additional man for Philadelphia. The type of man we seek is one who can create and plan direct-mail campaigns, then intelligently present them to a prospect. One who can put things over in a big way. He will be given every assistance by the house to make his success a certainty. All replies will be held in strictest confidence. Address Box 950, Printers' Ink.

### MISCELLANEOUS

**Mailing Lists**—We want to get in touch with an advertising agency that can handle 150,000 names of white South Carolina residents. Herald Publishing Co., Dillon, S. C.

### Sell Your Product in New Orleans

A manufacturers' agent who knows New Orleans and the South, is well organized to vigorously push one or two more accounts. Address P. O. Box 972, New Orleans, La.

**GO AFTER** out-of-town business; \$15 places your ad before 7,500,000 Sunday newspaper readers. Write for **FREE** bulletin listing 605 newspapers. Arkenberg, 702-D World Bldg., New York.

#### FOR SALE

Elliott Addressing Machines, Steel File Cabinets and Trays.

American Building Association News, 15-27 W. Sixth St., Cincinnati, Ohio.

### PUBLISHER-AGENCY

Advertising Artist, all around commercial man seeks small private office with good light. Box 973, Printers' Ink.

### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

**For Sale**—50-50 Cash and Terms, Modern Printing Plant, Michles, Millers, Linotype, Cleveland Folder, Dexter Cutter, etc. Central downtown location, reasonable rent. At less than cost to replace. Good-will, lease, etc., thrown in. Anyone with ordinary business ability should do well. Connor, 96 Beekman Street, New York City.

#### FOR SALE—TRADE PRESS ROOM

Four large, modern, almost new Two-Revolution Presses, low rent, location central, ground floor, convenient to downtown. Will make terms satisfactory. This can be made a most profitable business for one or more practical mechanics. Benjamin, 96 Beekman Street, New York City.

Advertising Printing Sales in  
3 years of

## \$900,000

have been made personally by a Printing Sales Executive of one of the best printing plants in New York.

He wants a plant of his own or a plant in which there is only one other interest.

Have you such a plant, or do you know of one?

Address J. P. K., Box 981, care of Printers' Ink.

### I AM TIRED—DESIRE TO RETIRE

Therefore am offering at a fair depreciated value my profitable printing business, most efficiently equipped and located on the tenth floor of modern building downtown Manhattan. Low lease, five and a half years to run. If interested, write B. F. C., 96 Beekman Street, New York City.

**For Trade or Disposal**, several fully equipped modern, practically new, large size Two-Revolution Presses installed at sixty per cent of replacement upon most liberal terms. An opportunity to swap an old liability for a new asset. Extension delivery and 220 volt D. C. motor outfit if desired. Communicate with Franklin, 96 Beekman Street, New York City.

### New York City Representative

**ADVERTISING** Space-Salesman, having splendid office facilities and enjoying wide acquaintance with substantial advertisers and advertising agencies in New York City and contiguous territory, would consider representation of concern or publication or out-of-town agency interested in an expansion of their business in this region. High-class references furnished. Address "REX," Box 954, Printers' Ink, 185 Madison Avenue, New York City.

## HOUSE MAGAZINE WANTED

A modern, medium-sized plant, one hour from New York City, can take on a few more accounts. We are not looking for "cheap stuff," but first-class work, on which we can show out customers a saving due to our low out-of-town overhead.

New York representative will call upon request.

**GLEN COVE ECHO PRESS**  
Tel. 915-W

Glen Cove Long Island

#### POSITIONS WANTED

Young Man Wants to learn the advertising business as assistant to advertising manager or in any capacity. Salary no object. Write HAR, 1111 St. Paul Building, New York.

### SALES MANAGER

Who has specialized in selling both dealers and consumers by mail, planning and preparation of catalogues and other sales literature—

With record showing large yearly increases in sales and many personal orders, \$500 to \$2,000 each—

Open for position where experience can be used to advantage. Salary \$4,500-\$6,000, depending on location.

A. C. E., Box 953, Printers' Ink.

Do you want a loyal and efficient worker? Experienced newspaper woman seeks editorial, trade paper, publicity or advertising connection. Excellent references. Box 964, P. I.

#### EDITOR AND COPY WRITER

Experience as copy writer and chief, magazine editor, circulation manager, production manager. \$5,000. Box 967, Printers' Ink.

Young man, twenty-three, familiar with all details of an agency, seeks position with New York agency or national advertiser. Moderate salary. Excellent references. Box 971, Printers' Ink.

#### WHAT NEWSPAPER

Needs an all-around artist? Can boost the advertising by making advertising illustrations. Has ideas. Box 961, Printers' Ink.

#### Business Ahead!

In the new competition YOU need a competent assistant. Thorough, systematic, creative, research, promotion, house-organ. 24. Box 958, care of Printers' Ink.

#### Circulation Manager

Notable success in increasing magazine circulations. \$5,000. Address Box 966, Printers' Ink.

#### I WANT TO WORK

Prolific in ideas. Can plan or create campaigns, visualizer, cost director, understand reproduction. Box 962, Printers' Ink.

**Opportunity Wanted**—Young man, 23, married, 3 years' agency and publication experience, wants to grow with agency or advertiser. Knowledge of copy, cuts, general details; Advertising student. Address Box 952, Printers' Ink.

#### COPY WRITER

Young Lady—4 years' Mail Order experience—seeks position along similar lines. Can write clear, intelligent "selling" copy. Thoroughly capable of handling engraving and printing. Box 982, P. I.

#### Secretary or Advertising Assistant

Young woman, college graduate, experience as secretary and editorial assistant, wishes position with opportunity to learn advertising. If you need an assistant who combines the qualities of a good secretary with literary ability, imagination and ideas, write Box 976, Printers' Ink.

#### PRINTING EXPERT

AT LIBERTY APRIL 1st

Guarantees a saving of 15 per cent over salary to company spending \$100,000 yearly for general printing. Paper specialist. 15 years' practical New York experience. Box 969, Printers' Ink.

**Editorial Assistant**—Young lady proficient in news writing, copy reading, proof reading and make-up, accurate typist and dictaphone operator, seeks permanency on trade or technical publication. Box 960, care of Printers' Ink.

#### Executive and Accountant

Twelve years in charge of business office daily and Sunday newspaper, and diversified experience in other lines, including advertising agency and public accounting. Box 957, Printers' Ink.

**Circulation Manager**—Young man, 26 years of age. Excellent reasons for desiring new connections. Promotion campaign experience. I have energy, initiative, greatness of action, practicality, and am observant and of good judgment. All references. Box 972, P. I.

#### SITUATION WANTED

By young woman of proven ability as advertising copy writer. Box 965, P. I.

**Printing Executive** holding responsible position with Publishing House of national prominence, seeks a connection not necessarily with a larger concern, but with an organization offering wider scope for individual effort.

Long familiarity with estimating and direction of press work, besides years of practical printing and color experience.

Appointment can be made through Box 959, Printers' Ink.

#### A \$5,000 MAN

Thoroughly familiar with advertising and sales promotion; a lawyer, newspaper man, advertising manager, account executive and Phi Beta Kappa man, specialized in English, wants to connect with a high-grade agency, or with a manufacturing concern as advertising and assistant sales manager. Box 979, Printers' Ink.

#### MECHANICAL SUPERINTENDENT OR WORKS MANAGER

of newspaper plant desires change and larger field. 25 years' experience. Capable of taking entire charge of mechanical production of newspaper. Has thorough knowledge of the most economical means of handling paper before and after printing, and utilizing the more modern means of production.

Able to give the management detailed records of mechanical and production expenses. Can keep the various departments running smoothly with each other. Always on the job. Apply Box 980, Printers' Ink.



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# The Confidence Builder

**Outdoor Advertising\***  
is a powerful stabilizing influence in the business world.

**Its permanence, dominance, flexibility and power of reiteration should be used by every business.**

**Thos. Osack Co.**

**Harrison and Loomis Sts.  
CHICAGO**

**Broadway at 25th St.  
NEW YORK**

***\*Electric Spectacular Advertising  
Painted Display Advertising  
Poster Advertising***



*This tabloid pictorial daily newspaper, founded by The Chicago Tribune, and first issued on June 26, 1919, has had the most phenomenal growth in the history of journalism. The present circulation exceeds 360,000 copies.*

## DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Less than two years old,  
the DAILY NEWS has  
already reached:

1. A larger total circulation than any other daily newspaper published in New York, with the sole exception of the Evening Journal.
2. Third place in circulation among all the daily morning newspapers in the United States.

## DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

512 Fifth Avenue, New York  
Tribune Building, Chicago